

The American

BAKER

PUBLISHED FOR THE BAKERS OF AMERICA



...Associated with...
he NORTHWESTERN
MILLER

APRIL

Volume 1

Number 4

1950

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Producing 95,000 Cwt. Daily

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HUBBARD MILLING COMPANY

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HUBBARD'S ALMANACK

THE FOLLOWING STATEMENT APPEARED IN GRIST, HUBBARD TRADE MAGAZINE, IN FEBRUARY, 1918



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"RELIABILITY."



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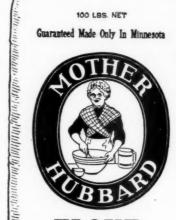
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HUBBARD

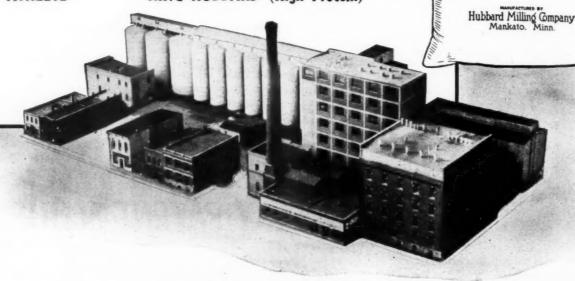
"A Name Synonymous with Quality"

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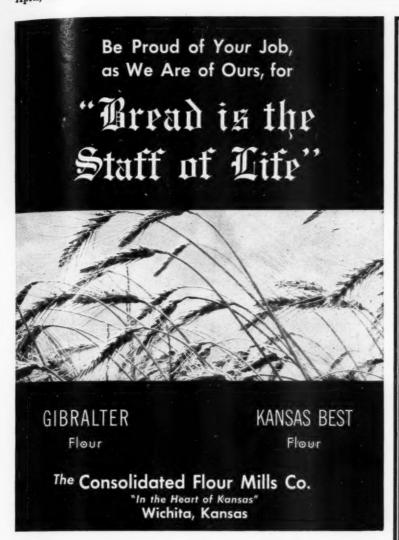
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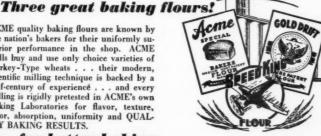


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THE ABILENE FLOUR MILLS CO. ABILENE, KANSAS

Capacity 3,000 Cwts. Daily

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The American Baker

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The Northwestern Miller • Feedstuffs • Milling Production

GOOD BUY IN BURLAP BAGS

depends on quality
of the goods, the
workmanship and the
service of the supplier

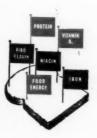
You can always depend on the quality of Bemis Burlap Bags... whether made from Angus which only Bemis imports or from one of the standard grades. Producers and users alike accept Bemis' grading of Indian burlap as the standard for the industry.

Bemis has the capacity for any size order. The facilities of 16 plants and 15 additional sales offices assure a dependable source of supply and prompt service. Check with Bemis for a good buy in burlap bags.



950





Market Leaders . . .

Common sense tells you that it takes above average flour to produce above average bread. So if you are striving for the best loaf in your market, KELLY'S FAMOUS is the flour for you. This superb flour has never disappointed a baker yet.

Milled exclusively from scientifically selected varieties of finest hard wheat under constant Laboratory Control.

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KELLY MILLING COMPANY
HUTCHINSON KANSAS

Capacity 5,000 Sacks

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Grain Storage 1,000,000 Bus.

What Enrichment to the U.S.A. means to the U.S.A.

Enriched Bread Means Enriched Living

For the BAKER and for the FAMILIES
who are his CUSTOMERS

"MORE buoyant health, decreased illness, increased mental and physical vigor, is the contribution of the enrichment program to the American people."*

This was conclusively demonstrated by the authoritative New York State Nutrition Survey of 1947. In New York, the prevalence of deficiencies of thiamine, riboflavin, and niacin was only a fraction of that found in Newfoundland by the famed Newfoundland Nutrition Survey of 1944, before enrichment was put into effect in that country.

Here is clear-cut reaffirmation of the farreaching value of enrichment to the national health. Here also is a challenge to every baker. The bakers of America have the enviable opportunity and great responsibility of bringing more buoyant health and increased physical and mental vigor to the American people—through Enrichment.

*Norman Jolliffe, M.D., Director, Bureau of Nutrition, Department of Health, City of New York: In an address before the American Bakers Association, Atlantic City, October 17, 1949.



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WITH Merck Enrichment Wafers you can depend on STABILITY (no crumbling or dusting)—SPEEDY DISINTEGRATION (to fit your production schedule)—and UNIFORM ENRICHMENT (fine-particle ingredients disperse uniformly throughout the batch).

In small or large quantities, you can get them quickly at any time from your yeast distributor. Stocks also are carried at Rahway, N. J.; Dallas; Chicago; Seattle; San Francisco, and Philadelphia.



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FLOUR

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Milled with infinite care and skill from premium wheat. Outstanding among the country's finest flours.

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Since 1856

NEW ULM, MINNESOTA

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Teams consist of a "skip" or team captain, and three helpers. Each team member casts two of the 41½ lb. stones across the ice. Two players help control the speed and direction of the stone by vigorous sweeping with their brooms, while the skip points out the desired position of the stone. The rink is 42 yards from footline to tee or target. One point is scored for every stone nearer the tee than an opponent's stone.



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Performance

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Shades of auld Scotland! Yes, we dug deep into the history of Scotland this time and came up with the 500-year-old game of curling . . . still in its American infancy and a real challenge to the skill of the most accomplished modern athlete.

Curling experts will tell you that it takes more than mere coordination to be a consistent winner — it takes experience. In our own field experience is even more important. That's why baking experts just like yourself, across the nation have come to rely on the "know-how" and experience of Commander - Larabee flour specialists. Their skill, backed up by millions invested in milling and research facilities, is your assurance of consistent performance . . . unfailing uniformity.

There is a Commander-Larabee representative near you. Let him help you with your flour problems. And remember, when performance counts, choose quality . . . choose a Commander-Larabee Flour!







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MINNEAPOLIS
KANSAS CITY
BUFFALO

Editorial . . .

Group-State Bakers' Conventions

(See Article on Page 32)

Two new experiments in group-state conventions for the baking industry are scheduled for this spring's convention season. The Heart of America Bakers Convention will be sponsored in Kansas City April 23-25 by the state associations of Arkansas, Kansas, Missouri, Nebraska and Oklahoma, and the bakers' associations of Illinois, Indiana and Wisconsin have planned a joint convention for May 7-9 in Chicago.

Baking industry leaders in other states will watch the success of the meetings for a further answer to the question, "Why group-state conventions?" and the trades allied to the baking industry will weigh the results of such joint meetings as compared with individual smaller meetings.

These conventions are a response to the oftenexpressed idea that state bakers' conventions come along in too rapid succession at the most favored times of the year and that combined regional meetings would better serve the purpose of the bakers themselves and be a great convenience for the allied trades.

The idea of a regional convention of bakers is not a new one and there are several successful examples. The Southern Bakers Assn. has long been active in serving 11 southern states. The Tri-State Bakers Assn., with headquarters in New Orleans, was organized to serve a tri-state trading area. The Southwest Bakers Assn. is a comparatively recent outgrowth of formerly independent state associations, and there are several others with similar histories.

However, in the current group experiments no new regional association is being formed and no independent state organization is surrendering its identity. The sponsors have not lost sight of the fact that individual members of the state associations have their individual problems.

The case for group-state bakers' conventions is examined in an article by Fred H. Laufenburg, executive secretary of the Wisconsin Bakers Assn. on page 32 of this issue. Citing the results that the baking industry has obtained in the past through common effort, Mr. Laufenburg says he feels that this "is only the beginning."

"If we continue to work together for the gen-

eral welfare of the baking industry, the individual problems of the members of each respective association can be more easily solved," he writes. "If the development of collective thought, group action and cooperation toward the solution of our problems works from an individual association level, then surely the results can be greatly enhanced by pooling such activities with neighboring state associations and with the two existing national associations. If we continue to work together, our greatest achievements are still to be realized."

So it is with tremendous interest that the eyes of the baking industry and its allied trades will watch the results of the experiments in groupstate conventions this year. The success of these meetings would, in the words of Mr. Laufenburg, be "a step toward greater solidarity," which would be a benefit to the industry as a whole.

The Retort Sharp But Courteous

(See Article on Page 69)

If you are under the impression that the crackpot who cries out for bread like grandma's
is no more, you must read the article by a chap
named Rorty in the March number of Harper's
Magazine. No adequate impression can be relayed
to you, by synopsis, of the content of this remarkable opus or by the quoting of staccato phrases
from it. The whole thing should be perused in
order to savor its really exciting extravagance, to
taste its bitterness and to feel its fanaticism.

When you have read the article you will cuss no matter what your personal opinion of bakers' bread may be—and doubtless will use far stronger words than "crackpot." But you will be conscious of the fact, as you do it, that cussing isn't the best retort. We have indulged in that sort of relief ourselves, many a time and oft, with a similar underlying feeling of its futility.

Sometimes we have made answer in our own columns to the crackpots who have plagued the milling and baking industries for so many years on various counts, chiefly of the brown-versus-white variety. But our voice, unhappily, does not reach far enough to catch all the culprits and rescue all victims of their misrepresentation and error. We have thought it desirable, however, and have said so on many an occasion, for the bread industries to speak in their own behalf.

That is precisely what the baking industry now does in the matter of Mr. Rorty and his notorious Harper's article entitled "Bread, and the Stuff We Eat." The answer is nearly as long as the 5,000-word article, and the American Institute of Baking has had the assurance of Harper's editor that part of it would be published in his April issue. It comprises a temperate and friendly letter from Howard O. Hunter, executive vice president of the institute, and a paragraphby-paragraph analysis of the Harper's story prepared by the institute's scientific director. It contains no heat but is full of light. Mr. Hunter's letter should persuade Harper's readers that Mr. Rorty was in many things mistaken and that in some he was vicious and intemperate. (Please turn to page 69 for the text.)

The moral of the situation, so far as we are concerned with it here, is that the breadstuffs industries should always speak, as they are doing now. It is the only way to stop a crackpot. Ignoring his attack does not defeat him. No detractor of bread should ever be allowed to get away with it. If there is a defense, as there certainly is, the public has a right to know of it, for the whole thing is on the plane of public interest.



SANDWICH PROMOTION: The May issue of Good Housekeeping magazine will feature a 32-page manual on sandwich making, in which more than 300 eye-appealing ideas for sandwiches will be suggested to the housewife. The Bakers of America Program has arranged for the insert to be available to the baking industry as a special manual.

Details on page 10

EUGENE K. QUIGG DIES: Eugene K. Quigg, 54, president of the American Bakers Assn., and of the Richmond (Ind.) Baking Co., died in a Miami hospital following an emergency abdominal operation. Since his election as ABA president at the association's convention last fall, he had been very active in the ABA's activities and in the raising of funds for the continuance of the Bakers of America Program.

Details on page 10

CONTRACT NEGOTIATIONS: Contract negotiations with bakery worker unions in 12 areas have been stalemated as the Continental Baking Division of the Bakery and Confectionery Workers International Union continues to press its demand for negotiation of a single nationwide contract with the Continental Baking Co.

Details on page 11

HEARING ON RATE CHANGE: The Interstate Commerce Commission has announced that the hearing on the proposed changes in Railway Express Agency rates affecting bakery products will be held in Washington May 23, instead of the April 3 date originally set. The American Bakers Assn. has said it will be present at the hearing to continue its protest against the proposed changes.

Details on page 11

4% FAT MINIMUM URGED: A definite threat of mandatory use of not less than 4% shortening in bread by commercial bakers through congressional action is contained in a recent report of the Senate Agriculture subcommittee headed by Sen. Guy M. Gillette (D., Iowa).

Details on page 11

REPORT ON ASBE MEETING: A report, together with complete photographic coverage, of the 26th annual meeting of the American Society of Bakery Engineers in the Edgewater Beach Hotel, Chicago, in March, appears in this issue.

Beginning on page 14

FLOUR MARKET: Wheat and flour prices remain essentially firm but subject to the influence of reports on the progress of the new winter wheat crop in the Southwest, according to George L. Gates, market editor of The American Baker. Wheat markets are especially sensitive to news of crop conditions following the estimated substantial losses caused by recent high winds and lack of moisture. In the background the effects of the price support program and a prospective huge carryover also are major influences on the over-all price situation.

Details on page 12

(Further Spotlight Comment on Page 64)

Next Month . . .

- WHOLE WHEAT FLOUR and its use in breads, muffins, cakes and other bakery products to add variety to the bakers' products will be discussed by A. J. Vander Voort, technical editor of The American Baker as part of next month's formulas feature. Mr. Vander Voort emphasizes that these products can be used to "dress up" the display shelves and give the housewife a variety on her table, and perhaps act as a bolster to sagging sales of bakery products.
- SAFETY IN THE BAKERY is the general subject of a series of articles which will appear at intervals in The American Baker. The first article, titled "Safety in the Bakery—What It Means to Employer and Employee," is by Armand Hecht, president and general manager of Hecht's Bakery, Inc., Bristol, Tenn., and chairman of the Z-50 committee of the American Standards Assn. on the safety code for bakery equipment, sponsored by the American Society of Bakery Engineers. All phases of accident prevention in the baking industry will be covered in the articles.

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May Good Housekeeping Features 32-Page Insert on Sandwich Ideas

CHICAGO - An important bread sales building booklet, offering more than 300 appetizing, eye-appealing ideas for sandwiches will be pub-lished in the May issue of Good Housekeeping, on sale about April 20.

The 32-page insert, containing eight full color pages and other sandwich pictures describing various breads and related products will be available to all bakers, grocers, dairies and related associations in a special 32-page manual, Walter H. Hopkins, director of the Bakers of America Program, has announced.

The digest, to be reprinted by Good Housekeeping, is available at 10¢ per copy. Its cover will be that of the May issue of the magazine, carrying the headline: "Complete in this issue—32-page Sandwich Man-

Describing the manual, the edi-tors state "that one of the most important points about bread is that is satisfying nourishment in convenient form—a real food, often the mainstay of the meal." In making the manual available, space was provided on the back cov-

er for the imprint: "This manual is presented to you through the courtesy of (1) name brand; (2) firm's name, and (3) firm's address." No package identification is permitted. The imprint will be provided on orders of 10,000 copies or more.
On orders under 10,000 the in-

formation can be hand stamped, it was suggested.

Planning Committee Named

CHICAGO-Appointments to the planning committee of the Bakers of America Program, theme of which will be to outline the bakers' widespread aim of providing American housewives with bakery foods, have been announced by M. Lee Marshall, Continental Baking Co., New York, chairman of the board of governors of the American Bakers Assn.

Pointing out that the bakers today have taken over the task of providing American families with everything from breakfast rolls to afterdesserts, Mr. Marshall declared:

"Our future program is to familiarize homemakers with the increased service provided specifically for them by the bakers, and the increased consumption and appreciation of our commercially-baked foods.

Heading the planning committee will be Eugene K. Quigg, president of the ABA. Mr. Quigg is president of the Richmond (Ind.) Baking Co.

Other members include: F. W. Birkenhauer, Wagner Baking Corp., Newark, N.J.; C. J. Burny, Burny Brothers, Chicago; L. E. Caster, Keig-Stevens Baking Co., Rockford, Ill.; Fred L. Cobb, Cobb's Sunlit Bakery, Green Bay.; Joseph J. Dawson, Spaulding Bakeries, Inc., Bingham-ton, N.Y.; E. E. Kelley, Jr., Quality Bakers of America, New York; John R. Dwyer, Firch Baking Co., Inc., Erie, Pa.; L. D. Feuchtenberger, Jr., L. D. Feuchtenberger Baking Co., Bluefield, W. Va.; Joseph Hexter, Columbia Baking Co., Atlanta, Ga.; John lumbia Baking Co., Atlanta, Ga.; John T. McCarthy, Jersey Bread Co., Tole-do, Ohio; R. L. Nafziger, Interstate Bakeries Corp., Kansas City, Mo.; Duane Rice, City Baking Co., Balti-more, Md.; E. O. Schnetz, Old Home Bakers, Sacramento, Cal.; Curtiss Scott, Grocers Baking Co., Louisville,



Bakers of America Program Emblem

Ky.; J. Roy Smith, Smith's Bakery, Mobile, Ala.; E. L. Southwick, Farm Crest Bakeries, Inc., Detroit, Mich.; Albert Wiehn, Wiehn's Bakery, Cleveland, Ohio; Gerard R. Williams, Williams Baking Co., Scranton, Pa., and Harry W. Zinsmaster, Bread Co., Duluth, Minn. Zinsmaster, Zinsmaster

Members Get Certificates

CHICAGO-Forwarding of the certificate of membership to subscribers of the Bakers of America Program has been started, according to Walter H. Hopkins, director of the program.

"Certificates, bearing the red, white

and blue emblem of the Bakers of America Program, are being forwarded as rapidly as they are processed, Mr. Hopkins said.

Extensive plans in the usage of the emblem have been made by hundreds of members, and every effort is bedirected toward educating the public and trade of its significancethe identification that subscribers are members of a "public service council with the public's welfare foremost in mind."

Members are entitled to the use of materials resulting from the Bakers of America Program, and all consumer advertising will display the emblem.

Participating bakers, Mr. Hopkins explained, plan to make wide use of the copyrighted emblem through decals on all wrapping and packaging material, trucks, windows, doors, baskets, outdoor posters, car cards, direct mail pieces, letterheads, envelopes, sales slips, postage meter labels and point-of-sale pieces.

Shriner and a member of the Elks.
He also operated a farm in Indiana as a hobby.

Kentucky Flour **Enrichment Law** in Effect July 1

of Richmond and the Columbia Club

in Indianapolis.

He was a 32nd degree Mason, a

FRANKFORT, KY.—The Kentucky flour enrichment law will go into effect July 1, as a result of Gov. Earle Clements' action in signing Senate Bill 166.

The measure is one of a number of statutes enacted in 1944 and 1946. to become effective six months after the expiration of the national emergency. The law requires the enrich-ment of all white flour and white bread offered for sale in the state. Provisions of the law are substantially the same as those in effect else. BREAD IS THE STAFF OF LIFE

ARBA FILES OBJECTION TO **REORGANIZATION PLAN 12**

WASHINGTON - The Associated Retail Bakers of America has filed a statement objecting to Reorganiza-tion Plan No. 12 as proposed by President Truman.

man of the House committee on ex-penditures in the executive departments.

ganization Plan No. 12."

"We believe," the ARBA statement said, "that the Congress should strive to take the regulatory agencies and commissions farther away from, not

The statement was in the form of a letter from William A. Quinlan, general counsel of ARBA, to Rep. William L. Dawson (D., Ill.), chair-

The letter outlined in detail ARBA's position that the Hoover Commission or its Task Force did not recommend "anything like Reor-

return them to, the role of prosecutor, judge and jury."

ABA Convention Set for Oct. 15-18 at Hotel Sherman

CHICAGO-The 1950 annual convention of the American Bakers Assn. will be held at the Hotel Sherman here Oct. 15-18, according to a recent ABA announcement. Branch chairmen are considering the possibility of holding some branch sessions on Friday, Oct. 13; Saturday, Oct. 14, or Sunday, Oct. 15, the announcement said. ABA has asked members for their reactions to the idea of preconvention branch meetings.

ABA GOVERNORS TO MEET MAY 15-16

CHICAGO-The board of governors of the American Bakers Assa. will meet at the Broadmoor Hotel, Colorado Springs, Colo., May 15-16, according to a recent ABA announce-ment. ABA members have been urged to send in suggestions and com-ments on subjects for the governors to consider.

Eugene K. Quigg, ABA President, Dies After Emergency Operation

MIAMI-Eugene K. Quigg, 54, president of the American Bakers Assn., died at 4 a.m. March 31 following an emergency abdominal operation at Jackson Memorial Hospital here.

Mr. Quigg became ill while in Jamaica and was flown to Miami, where the operation for an abdominal abwas performed March 28. A complicating factor was the onset of peritonitis.

With Mr. Quigg were his wife, Elizabeth, his son and his two daughters. Also present were Russell White, White Baking Co., Indianapolis, and M. Lee Marshall, Continental Baking York, chairman of the board of the ABA.

Surviving are his widow, Elizabeth; a son, William M.; two daughters, Margery of New York City, and Mrs. William Albers of Boston; his mother, Mrs. William H. Quigg of Richmond; two brothers, Paul R. and J. Robert, both associates in the Richmond Baking Co., and two sisters, Marjorie Quigg of Richmond and Mrs. Harold Duling of Indianapolis.

Funeral services were held April 3 at the First Friends Church, Richmond, Ind.

Quigg was president of the Richmond Baking Co., Richmond, Ind., and secretary-treasurer of the White Baking Co. of St. Louis and Dayton, Ohio.

He was elected president of the American Bakers Assn. at the 1949 annual convention of the association held at Atlantic City. Since his election he had been active in the raising of funds for the continuance of the Bakers of America Program and in other work of the association.

He was a member of the 1949 Baking Industry Exposition Committee and served as chairman of the planning and program committees of the Bakers of America Program.

He served the ABA as first president from 1946 to 1948, and had been a member of the board of governors since 1944. He also was past president of the Biscuit and Cracker

Manufacturers Association of America, the Independent Biscuit Manufacturers Co. and the Indiana Bakers Assn. He was a past chairman of the Technical Institute of the Independ-

ent Biscuit Manufacturers Co.
At the outbreak of World War I, Quigg was traveling in Europe and immediately joined the Friends Reconstruction Service, before the

U.S. entered the war.
During World War II, he was a consultant to the bakery section of War Production Board and to the U.S. Department of Agriculture.

Very active in business and civic affairs in Richmond, Mr. Quigg was a director of the Second National Bank, the Richmond Gas Corp. and radio station WKBV. He served as chairman of the Richmond YMCA and as a member of the Second Century Committee of Earlham College. His club memberships included the Rotary, the Forest Hills Country Club



Eugene K. Quigg

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Contract Negotiations Stalemated

William Schnitzler Named President of Bakers' Union

MIAMI—William F. Schnitzler has been named president of the Bakery & Confectionery Workers International Union, succeeding Herman Winter, who retired. The change was announced by the general executive board of the union at the conclusion of its 49th session here.

The board unanimously selected Mr. Schnitzler, who had been serving as general secretary-treasurer for the office of president. In assuming that office, Mr. Schnitzler becomes the third president of the international union since the post was created in the 1941 convention of the organization.

James G. Cross, assistant general secretary-treasurer, was unanimously selected to fill the post of general secretary-treasurer left vacant through the advancement of Mr. Schnitzler to the presidency. Mr. Cross has served the international union in his duties as general executive board member, as A. F. of L. convention delegate and as assistant general secretary-treasurer.

Mr. Winter, now 65, served a half century in the labor movement and in the baking industry, culminating in his rising to the top position in his own organization and to a place on the executive council of the American Federation of Labor. In recognition of his service, the general executive board honored him with the title of "president emeritus" for life.

BREAD IS THE STAFF OF LIFE-

SUBSIDY ON NEW USES OF HONEY ANNOUNCED BY USDA

WASHINGTON—A 4½¢ lb. subsidy will be available on domestically produced honey through July 1, 1950, the U.S. Department of Agriculture has announced. These payments will be made on diversionary or new uses of honey or on new formulas which increase the use of honey in products now being produced. Under these conditions it seems probable that bakers and other food processors now using honey may be able to obtain this incentive price where new formulas call for larger consumption of this commodity.

At the same time, the subsidy will be available on export sales of honey

ABA AGAIN ASKS HIKE IN SUGAR QUOTA

WASHINGTON — The American Bakers Assn. has again requested the U.S. Department of Agriculture to increase the U.S. sugar quota from its original figure of 7,500,000 tons to a level more closely approximating the industrial sugar users' group recommendation of 8,100,000 tons. The most recent request was occasioned by a letter from the acting director of the Sugar Branch denying the need for an increase. The sugar users' group restated its position in another letter to the government agency.

to destinations outside the western hemisphere.

The subsidy payment will be available to packers of honey who make sales of honey at the market price less the $4\frac{1}{2}\frac{e}{r}$ payment. USDA approval of sales and the actual use of the honey prior to the subsidy payment are two qualifications to the government's proposal. Included in the list of those eligible for the subsidy payment will be those using honey in products for the first time since Jan. 1, 1948, or where the product formula calls for an expanded use of honey.

R. N. LAUGHLIN ELECTED OFFICER OF CONTINENTAL

NEW YORK—R. N. Laughlin was elected a vice president of the Continental Baking Co. at a meeting of the board of directors March 9. Mr. Laughlin has been with the company since January, 1927, serving successively as bakery sales manager, bakery manager, regional sales manager, and at the time of the foregoing election, as assistant to the president.

Carl A. Person, assistant secretary of the company, resigned effective Jan. 7, 1950, it was announced.

UNION PUSHES DRIVE FOR SINGLE NATIONWIDE PACT

Locals Refuse to Negotiate With Employers' Groups Which Include Continental Baking Co., First Target of Union Campaign

CHICAGO—Contract negotiations with bakery worker unions in 12 areas have been stalemated as the Continental Baking Division of the Bakery and Confectionery Workers International Union continues to press its demand for negotiation of a single nationwide contract with the Continental Baking Co. The local unions, under direction of the international union, have indicated their refusal to negotiate the traditional local area contracts if Continental Baking Co. is represented in the employers' groups. The employers, on the other hand, have refused to enter negotiations without representation for Continental.

The areas where the stalemates have developed include: Cincinnati, Columbus, Kansas City, MinneapolisSt. Paul, Los Angeles, Portland, Salt Lake City-Ogden, San Diego, Seattle, Southern Illinois, Tacoma and Toledo.

Some of the employers' groups have filed unfair practice charges against the union, charging interference with the employer's right to choose his own bargaining agent. It has also been reported that Continental may ask for an election to determine whether its employees want union locals or the international organization to represent them. It is seen that the controversy will eventually reach the National Labor Relations Board.

Some opposition to the single nationwide contract plan has been reported within the local unions. Five local unions—Milwaukee, Oakland, Sacramento, San Francisco and Washington—are reported to have refused to surrender their negotiation authority to the international's Continental Baking Division.

In the meantime, the international has drawn up a list of 42 contract demands for presentation to Continental for negotiation. The demands include a 30¢-an-hour wage increase across the board, a 35-hour week, double time for overtime and four instead of two weeks paid vacation.

stead of two weeks paid vacation.

The Continental Baking Co. has sent a letter to all of its employees pointing out the disadvantages of being represented on a national basis rather than on the traditional local area basis.

The international's campaign for negotiation of a single nationwide contract with Continental is under the direction of Wesley Reedy, Philadelphia, chairman of the Continental Baking division of the union. William F. Schnitzler, Chicago, is the recently-named president of the Bakery and Confectionery Workers International Union

Hearing on Proposed Express Rate Changes Set for May 23

WASHINGTON — The Interstate Commerce Commission has announced that the hearing on the proposed changes in Railway Express Agency rates affecting bakery products will be held here May 23. The hearing originally had been set for April 3.

The ICC on Feb. 28 suspended the proposed changes in the classification of bakery products for shipment by the Railway Express Agency which were scheduled to go into effect March 1. The proposed higher rates, it was estimated, would have increased the cost of shipping bakery products from 50 to 300% over the rates in effect Dec. 12, 1946.

The agency has proposed that the commodity rate for bakery products be eliminated entirely and that these products be carried at second class rates, which are 75% of first class rates. In addition, it was proposed that rates be calculated on a basis of gross weight, which would include containers, instead of net weight, as is the practice now. These changes, to have been effective March 1, were suspended by the ICC order until Sept. 30, pending the results of the hearing.

The American Bakers Assn. has announced that it will be represented at the hearing to continue its protest against the proposed changes.

In the meantime, the ICC has granted a 10% overall increase in the first and second class rates of the Railway Express Agency to become effective April 18.

Senate Agriculture Subcommittee Urges 4% Fat Minimum for Bread

WASHINGTON—A definite threat of mandatory use of not less than 4% shortening in bread by commercial bakers through congressional action is contained in the recent report of the Gillette Senate agriculture subcommittee which urged "careful consideration" of S-2432, a bill designed to accomplish this purpose.

At the same time the subcommittee recommended S-2540, which would amend the Food, Drug and Cosmetic Act of 1938 in regard to the labeling of bread and rolls sold in interstate commerce. This bill would require all types of bread and rolls to carry labeling giving the percentage of shortening, solids of milk or milk products and solids of egg or egg products.

The subcommittee headed by Sen. Guy M. Gillette (D., Iowa), originally set out to investigate conditions surrounding the utilization of fats and oils within the U.S. but branched out into an investigation of the baking industry and its practices, including use of materials and pricing activities. Representatives from leading baking companies appeared before the committee, as well as the heads of the two largest dairy companies. During the course of the hearings, Sen. Gillette expressed considerable interest in the profit margins of these companies and at one stage of the hearings commented that the profit margins were "too high in relation to invested capital in the companies.'

Other witnesses heard at the hear-

ings were officers of several milling companies, who were questioned about profit margins. The committee report makes no comment on profits in either the baking or milling industries, however.

In urging consideration of the manlatory minimum fat content in pan breads, the committee bases its approval of the bill on its desire to protect the bread consuming public which, the report says, "depends upon a certain portion of fat nutrient from ordinary white pan bread."

At the other hearings held here during this past year it was stated by prominent nutritionists that the consumption of fat in bakery goods represented a small and inconsequen-

(Continued on page 75)

Weather News Swings Flour Prices

ATTENTION FOCUSES ON NEW WHEAT CROP IN SOUTHWEST

Market Remains Firm, Climbs With Reports of Damage Caused by Lack of Moisture, Winds, Greenbugs; Large Carryover Indicated

By GEORGE L. GATES

Market Editor of The American Baker

Wheat and flour prices remain essentially firm, although subject to rather erratic fluctuations as reports on 1950 crop prospects dominate the market news. A definite "weather market" has developed within the price structure dictated by the government's price support program as a result of concern over crop damage in the southwestern Winter Wheat Belt. During most of March crop news was pessimistic and wheat prices climbed, but following some scattered rains in early April wheat price levels quickly turned downward. This sort of price action may be expected as crop scares come and go throughout the growing season.

At the beginning of April wheat futures prices were $4@6\phi$ higher than in early March at the Chicago and Kansas City markets and $2\frac{1}{2}\phi$ higher at Minneapolis. Cash wheat was up about as much as the future, although hard winter values did not follow quite as closely as springs. Flour prices, as a result, were quoted $10@15\phi$ sack higher in early April. Millfeed prices also advanced, not as much as during the previous month but enough to help limit flour gains.

While crop news assumes more importance, the influence of the price support program remains dominant in the background, along with other factors affecting the over-all market picture. The following paragraphs summarize the current situation.

HIGH WINDS SWEEP S.W. WHEAT BELT

Lack of sufficient moisture in the Southwest's wheat growing areas caused mounting concern over the 1950 winter wheat outlook during March. This was topped in the last week of the month by high winds that swept through the section and boosted the new crop futures to season's highs. April showers—in fact, rather heavy rains—did much to relieve the situation shortly afterwards, although wind damage is reported to have been extensive in the Panhandle regions of Texas and Oklahoma. Greenbug damage also is reported rather extensive in some areas, particularly in Oklahoma. The Santa Fe Railroad's crop report states that about 10 million of the 30 million acres seeded in the Southwest have been adversely affected by the lack of moisture. Further timely rains, of course, are needed.

CUT IN PLANTINGS OF WHEAT INDICATED

No really accurate picture can yet be made as to the likely outturn of wheat this year, although this month the U.S. Department of Agriculture will be out with its first estimates based on spring surveys. Meanwhile, this information on plantings is available. The USDA in March estimated a 12.6% cut in spring wheat acreage. On the basis of this and a 15% cut in winter wheat acreage, production is forecast at 1,185 million bushels, assuming average yields. This is larger than the 1949 harvest of 1,146 million bushels, in spite of the acreage cut. However, these projections are only a rough estimate, and as the growing season progresses more accurate information will be available.

CARRYOVER EXPECTED TO HIT 450,000,000 BU.

Regardless of new crop prospects, it becomes more and more evident that the U.S. will have a comfortable carryover at the end of the crop year June 30. Current carryover estimates based on probable exports and domestic use average about 450 million bushels, which compares with 307 million bushels carried over last year. It is expected that a large share of it will be owned or controlled by the government as a result of price support operations. Thus the bearish implications of the large carryover are largely offset.

ADDITIONAL LOAN PLEDGES REVEALED

The latest set of figures on the loan program reveal that 378.5 million bushels of wheat were under loan or purchase agreement as of Feb. 28. This is 10 million more than reported for Jan. 31, the result of a lag in computations since the deadline for placing wheat in price support programs expired at the end of January. How much of this wheat has been sold on the open market during the period of advancing prices (the producers' privilege) is not known, but it is presumed that fair amounts may have been removed from price

support. Generally, though, farmers have been holding tightly to their supplies even at prices substantially above the loan rate, probably influenced by the uncertainties surrounding the 1950 growing outlook. Meanwhile, the USDA has announced a plan to encourage producers to "reseal" or continue 1949 crops under price support and in farm storage.

MORE MONEY DUE FOR PRICE SUPPORT

The bill to give the Commodity Credit Corp. \$2 billion additional bor-rowing authority was delayed by some controversial amendments, but in early April appeared headed for cer-tain approval by Congress. It is likely that the whole agricultural program is to be reexamined this year, now that President Truman has asked for enactment of the Brannan Plan involving production payments to producers to supplement the pres-ent price support methods. However, some strong farm organization opposition to the plan is being heard, and Congress up to now has been cool to the proposition. There is certain to be plenty of talk, if not action, on the issue in the coming months. Another Washington development of market interest is the Economic Cooperation Administration appropriation bill. Observers believe the foreign assistance agency will be granted a budget for 1950-51 of \$2.65 billion, less than the requested \$3.15 billion. Much of the ECA money up to now has been spent for U.S. farm products, including wheat.

EXPORT PROSPECTS REDUCED FURTHER

It is now generally conceded even by government officials that total U.S. wheat exports this crop year may reach only about 325 million bushels. Through February, 212 million bushels had been shipped, 140 million bushels less than in the previous crop year. No great step-up is expected in the remaining three months of the crop year. The ECA expects that about 37.5 million bushels will be exported under its program, the largest export channel. The shipments under the International Wheat Agreement, a large portion of them ECA-financed, are expected to fall short of the 168 million bushel

quota by some 25 million bushels. Meanwhile, further sharp cuts in U.S. wheat exports are forecast for 1950-51.

BAKERS LIMIT FLOUR BUYING TO NEARBY

All during the past month bakers generally kept their flour buying at a minimum, taking only fill-in lots or relatively short-term bookings. Others, including some of the larger chain concerns, have put their business on a price-date-of-shipment basis. Apparently most buyers are intent upon staying close to shore until the new crop flour is offered meanwhile taking advantage of periodic market dips. Only a few, predominantly larger independent concerns, are booked to the first of June.

BREAD IS THE STAFF OF LIFE-

January Flour Production 3% Above December

WASHINGTON—Wheat flour production during January, 1950, was estimated by the Bureau of the Census at 19,165,000 sacks. This is 3% above the output for December, 1949, and 15% below the total for January, 1949. The Census Bureau said also that the January total was the lowest figure for that month since the end of World War II.

Flour mills operated at 65.9% of capacity for the month, according to the Census Bureau report. That figure compares with 61.8% of capacity for the previous month.

Rye Flour Production

WASHINGTON—Rye flour production by U.S. mills during January, 1950, amounted to 157,000 sacks, 9% above the December level and 10% below the output for the same month

GENERAL BAKING DIVIDENDS

NEW YORK—George L. Morrison, president of General Baking Co., has announced that the directors have declared the regular dividend of \$2 a share on the \$8 preferred stock payable April 1 to the holders of record March 20, and a dividend of 15¢ a share on the common stock payable May 1 to the holders of record April 17.

WARD BAKING DIVIDENDS

NEW YORK—Faris R. Russell, chairman of the board of the Ward Baking Co., has announced that the directors have declared the regular quarterly dividend of 1%% (\$1.37½ a share) on the outstanding 5½% cumulative preferred stock of the company, and also declared a quarterly dividend of 25¢ a share on the outstanding common stock. Both dividends are payable April 1 to holders of record March 18.

LANGENDORF TO PAY 35c

Langendorf United Bakeries, Inc., has voted a quarterly dividend of 35¢ on the common stock, payable April 15 to stockholders of record March 31. The previous payments were 30¢ quarterly.

Summary of Flour Quotations

April 1 flour quotations per sack (100 lb.), All quotations on basis of expload acts prompt delivery:

	Chicago	and Date.	Rans. City	St. Louis	Dullaio
Spring family	\$@7.55	\$@7.20	\$ @	\$ @	\$7.75@7.85
Spring top patent	5.70@5.95	@	@	@	6.20@6.25
Spring high gluten	0	5.85@6.05		@	@
Spring short		5.75@5.95	@	@5.85	@
Spring standard	5.50@5.85	5.55@5.75	@	@5.65	5.85@5.90
Spring first clear	4.70@5.31	4.95@6.00	@	@5.05	5,20@5.30
Hard winter short	5.60 @ 5.85	@	5.53@5.73	@ 5.75	
Hard winter standard	5.40@5.75	@	5.35@5.53	@ 5.55	6.05@6.10
Hard winter first clear	@ 4.50	@	4.15@4.35	@4.70	5.75@5.80
Soft winter short patent	6.10@6.85	@	6.85 @ 7.00	@6.40	5.70@5.75
Soft winter standard	5.25@6.60	@	@	@	@
Soft winter straight	0	@	5.50@5.65	@5.40	5.50@5.55
Soft winter first clear	5.50@5.90	@	@	@ 4.05	4.35@4.40
Rye flour, white	4.25@4.30	4.15@4.35	@	@ 4.75	4.95@5.00
Rye flour, dark	3.30@3.65	3.40@3.85	0	@ 3.65	3.85@3.90
Semolina, standard	5.85@6.00	5.70@5.85	@	@6.10	@6.41
	New York	Phila.	Boston	Pittsburgh	Atlanta
Spring family	\$@7.85	\$7.35@7.65	\$ @	\$7.16@7.75	\$ @
Spring high gluten	6.30 @ 6.50	6.45@6.55	6.32 @ 6.47	6.25@6.55	@
Spring short		6.35@6.45	6.17@6.32	6.15@6.45	@
Spring standard	6.00 @ 6.20	6.25 @ 6.35	6.02 @ 6.17	6.00@6.25	@
Spring first clear	5.35@5.55	5.80@6.05	5.42@5.62	5.30@5.65	@
Hard winter short	6.15@6.40	6.10@6.20	6.22@6.42	5.95@6.20	@
Hard winter standard	5.85 @ 6.05	6.00@6.15	5.92@6.02	5.75@5.90	@
Soft winter straight	8.25@5.90		5.37@6.02		@
Soft winter standard		4.95@6.15			@
Rye flour, white	4.60@4.70	4.75@4.85	@	4.31@4.70	@
Rye flour, dark		40			
	@	@		3.81@3.95	000
Semolina, standard	6.25 @ 6.44	@	@	3.81@3.95	@
Semolina, standard					@

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Bigger Wheat Crop From Less Acreage Seen

WASHINGTON—The 1950 wheat crop is now estimated at 1,185 million bushels, compared with a 1949 harvest of 1,146 million bushels.

Winter wheat acreage was reduced by 15% from last year, and the prospective spring wheat acreage is off 12.6%, according to the U.S. Department of Agriculture report on prospective plantings.

In arriving at the 1950 wheat crop estimate of 1,185 million bushels, officials figure spring wheat yields at an average for the years 1944-48.

All spring wheat acreage is reported at 19,727,000—providing a total all wheat acreage of 72,750,000, compared with 84,931,000 in 1949. Spring wheat area production based on 1944-48 yields should be approximately ly 300 million bushels, USDA says, giving a 1950 wheat crop of 1,185 million bushels.

The overall wheat reduction is indicated at 14% below 1949, but USDA officials say a relatively high production can be expected because most of the land taken from production is in the marginal areas.

The estimated total wheat acreage is reported "slightly below" the national acreage set by the government.

NATIONAL BISCUIT CO. SETS TONNAGE RECORD

Net Sales and Income of Company During 1949 Reported Down from Previous Year's Figures

NEW YORK—Although both net sales and income of the National Biscuit Co. declined in 1949, the volume of tonnage sales set a new record.

Net profit slipped to \$21,676,903, equal to \$3.17 a common share, from \$22,713,736, or \$3.33 a share, the year before. The report noted that 1948 profits contained an "extraordinary income of \$1,400,000" in the form of tax reserves which were returned to income when it was found they were not needed for that purpose.

Net sales for the year declined to \$294,420,391 from \$296,250,431.

George H. Coppers, president, explained the decline in earnings in this way: "Net profit for 1949 was reduced approximately \$2,000,000 because of the accrual of the estimated amount of the 1950 vacations, less the related federal income tax effect."

He referred to a change in provid-

ing for vacation payments which reflects in 1949 results the cost of such payments made in 1949 as well as those that have been earned but will not be paid until 1950

mot be paid until 1950.

Mr. Coppers pointed out "the decrease in net sales is almost entirely accounted for by the reduced dollar value of foreign sales resulting from the recent devaluation of foreign currencies"

"The outlook for our business for the year 1950 is favorable," he said. "I believe we will have a continuation of volume approximating that enjoyed in 1949."

AMERICAN BAKERIES REPORTS HIGHER NET

1949 Sales Also Increase from Previous Year's Figure, C. S. Broeman, President, Reports

ATLANTA—Net income of American Bakeries Co. for the year 1949 totaled \$2,703,895, compared with \$2,588,604 for the previous year. Sales for the year also showed an increase over those of the previous year, according to C. S. Broeman, president, in his annual report to stockholders.

At the close of the fiscal year current assets totaled \$6,278,315, of which \$4,634,706 was in cash and government securities, while current liabilities were \$1,997,724. Net working capital amounted to \$4,280,591 compared with \$3,705,036 Jan. 1, 1949.

Capital expenditures for improvements, extensions and additions during 1949 totaled \$1,349,052. Operations were charged with \$1,801,526 for depreciation, maintenance and repair of property, plant and equipment.

"Construction of a new plant has started at Rocky Mount, N.C., and operations are expected to commence in October of this year," Mr. Broeman said. "Modernization of the Birmingham cracker plant has been authorized and completion is anticipated in the early fall. Plans for building or remodeling other plants have been deferred in favor of the construction work at Rocky Mount and Birmingham."

CONTINENTAL DIVIDENDS

NEW YORK—The board of directors of the Continental Baking Co. has declared the following dividends: A quarterly dividend of \$1.37½ a share on the outstanding \$5.50 dividend preferred stock, payable April 1 to holders of record at the close of business March 20; and a regular quarterly dividend for the first quarter of the year 1950 of 40¢ a share on the outstanding common stock, payable April 1 to holders of record at the close of business March 20.

Flour Standards Hearing Asked by Millers National Federation

WASHINGTON—The Millers National Federation has filed an application with the Federal Security Agency to hold a public hearing upon a proposal to amend the regulations fixing and establishing definitions and standards of identity for wheat flour. The federation is asking for three amendments:

First: To permit the use of ammonium persulfate as an optional flour and dough improving agent.

Second: To eliminate the limitation on the quantity of malted barley flour and malted wheat flour which may be added to wheat flours covered by the definitions and standards of identity.

Third: To permit the use, as optional ingredients, of nontoxic enzyme-active ingredients of microbiological origin prepared from non-pathogenic organisms. These supplemental or alternate enzyme sources are principally prepared from mold brans.

The application was filed on behalf of the federation by Herman Fakler, its Washington representative and vice president.

March Flour Production Shows Increase Over February Total

Flour mills reporting their production to The Northwestern Miller manufactured 13,995,829 sacks of flour during March. This is an increase of 1,001,261 over the February output. The same mills reported production of 14,226,177 sacks during March, 1949, or 230,348 sacks less than for the past month. Two years ago the production for March was 14,507,604 and three years ago 17,924,497. Based on the Bureau of the Census production for January, the latest available, mills reporting to The Northwestern Miller in that month made 72.2% of the total flour production in the U.S. Assuming these mills accounted for the same proportion of the total U.S. production in March, the figures reported to The Northwestern Miller for that month indicate that total flour production for the U.S. was 19,385,000 sacks.

Monthly flour output, in 100-lb. sacks, with comparisons, as reported to The Northwestern Miller by mills in principal producing areas:

	March	*Previous		March	
	1950	month	1949	1948	1947
Northwest	2,977,603	2,882,908	3,006,040	3,328,727	4.674.558
Southwest	5,431,179	4,939,304	5,497,656	5,801,714	6,767,711
Buffalo	2,332,395	2,120,762	2,089,521	1.893.640	2.114.426
Central and Southeast	2,315,868	2,174,697	2,379,990	2.222.189	2,749,277
North Pacific Coast	938,784	876,897	1,260,090	1,260,794	1,618,525
Totals	13,995,829 72.2	12,994,568	14,226,177	14,507,604	17,924,497

HIGHER NET REPORTED BY STANDARD BRANDS

Net Sales During 1949 Decline to \$262,964,193 from \$283,616,094

in 1948

NEW YORK — Consolidated net profit for 1949, after taxes, of Standard Brands, Inc., and subsidiaries operating in the U.S. was \$8,189,138, equivalent, after payment of preferred dividends, to \$2.34 a share on the 3,174,527 shares of common stock. On the same basis, consolidated net profit for 1948 was \$7,277,727, or \$2.05 a share after preferred dividends. The 1949 earnings are reported after year-end inventory writedowns approximating \$1,500,000.

approximating \$1,500,000. Net sales were \$262,964,193, compared with \$283,616,094 in 1948.

Sales of subsidiaries operating outside the U.S. in terms of U.S. dollars totaled \$32,644,000, and combined profit from operations, before currency devaluation write downs of \$1,015,698 but after provision for such subsidiaries' foreign and U.S. income taxes, was \$2,292,963. Dividends received from such subsidiaries totaled \$1,129,177 in 1949, as compared with \$1,231,735 in 1948.

HIGHER NET LISTED BY VAN DE KAMP'S

BREAD IS THE STAFF OF LIFE-

1949 Earnings Reported at \$383,247, Compared with \$223,554 in 1948— 1949 Sales Were \$13,860,157

LOS ANGELES—Van de Kamp's Holland Dutch Bakers, Inc., has reported for the fiscal year ended Dec. 25, 1949, net profit of \$383,247, equal to \$2.27 a share on the 169,056 shares of common stock outstanding. This compares with 1948 net of \$223 554, or \$1.32 a share.

In his annual report to stockholders, Lawrence L. Frank, president, said sales aggregated \$13,860,157, as compared with \$13,233,026 in 1948, an increase of 4.74%. Net profit was 2.77% of sales in 1949, as compared with 1.69%.

Stockholders' equity, as disclosed by the balance sheet, was \$2,396,165, or a book value of \$14.17 a share, the executive stated.

At the close of the year there were 185 retail units in operation by the company, as compared with 173 in 1948, of which 156 were served by the Los Angeles plant, and 29 served by the Seattle plant.

WAGNER BAKING CORP. REPORTS LOWER NET

1949 Net Earnings Listed at \$300,723, Compared with \$532,332 for Previous Year

NEWARK, N.J.—Net earnings of the Wagner Baking Corp. during 1949 have been reported at \$300,723 equal to \$1.11 a common share, compared with \$532,332, or \$2.21 a share, for the previous year.

the previous year.

Unprecedented weather last summer and fall, layoffs due to steel, coal and other strikes and competition from prepared cake and pie mixes—all were factors listed as reducing production of cakes, pies and other sweet bakery goods last year.

Price cuts in some of the company's selling areas were another reason for the 13% decline in sales last year, F. W. Birkenhauer, chairman of the board, told stockholders in his annual report. Nevertheless, he added, the number of customers of the company's products last year were substantially greater than in 1948.

The report noted a reduction of 1.6% in the cost of goods and services and a 1% decrease in taxes paid. These cuts, however, were said to be insufficient to cover the 3.2% increase in wages and salaries. Quarterly dividents last year totaled \$1.

The company said it believes agri-

The company said it believes agricultural prices are stabilized to the point where this year's average costs should be lower than last.

"Barring a wave of further protracted costly labor disputes, business will be good this year," the report stated.

UNITED BISCUIT CO. REPORTS 1949 NET

READ IS THE STAFF OF LIFE-

Profit Set at \$5,306,225, Compared with \$5,100,481 in 1948—Sales Reported Lower

NEW YORK—United Biscuit Co. has reported 1949 consolidated net profit of \$5,306,225, equal, after taxes of \$3,400,000 and dividends of \$217,000 accrued to the end of the year on the outstanding preferred stock, to \$5.35 a common share. This compares with a net profit for the previous year of \$5,100,481, or \$5.36 a

Sales for the year ended Dec. 31, 1949, totaled \$84,748,483, compared with \$87,704,769 in 1948, the company reported.

Bakery Production Problems Studied

SAME QUALITY AT LESS COST SET AS GOAL FOR ENGINEERS

Discussions Feature 26th Annual Meeting of American Society of Bakery Engineers Held in Chicago March 6-9

CHICAGO — Bakery production men, cereal chemists, representatives of management and allied tradesmen convened at the Edgewater Beach Hotel here last month to study the two-pronged problem of maintaining high quality in bakery products and at the same time reducing costs of production. The occasion was the 26th annual meeting of the American Society of Bakery Engineers March 6-9.

A complete report of the sessions of the first two days of the meeting, including the election of new officers, appeared in the March issue of The American Baker. Reports of the remainder of the sessions follow.

Personnel Selection Methods Outlined

The subject of personnel selection and evaluation kept a packed meeting room highly interested throughout the morning session March 8. Dr. Robert N. McMurry of the personnel consultant firm of Robert N. McMurry & Co., Chicago, by means of many slides and extensive comments, led the bakers through a system of personnel recruitment which proved conclusively that this phase of the business can prove exceedingly expensive if it is improperly handled. Dr. McMurry was introduced by Don Copell, Wagner Baking Corp., Newark, N.J., morning session chairman.

Dr. McMurry opened the discussion with the statement that what employers want most of all are stable, productive and satisfied employees. In return, such workers are entitled from management to three principal things—(1) job security, (2) job satisfaction and (3) challenge and opportunity, he said.

Objectives in good personnel management, Dr. McMurry said, are, first, effective recruitment and, second, careful selection of the job candidates. Recruitment should be done systematically, he said, by calling upon bakery schools, trade schools, employment agencies, etc., as a means of securing a number of applicants with at least some of the qualifications desired. Selection of employees from the list of candidates requires thorough screening by a system of intelligence tests, telephone checks with past employers and patterned interviews designed to bring out the bad as well as the good points of an applicant's personal traits, abilities, habits, etc.

Employees who leave their jobs soon after being hired cause tremendous financial losses to management, Dr. McMurry stated. The investment of a company in taking on a new employee in the bakery is \$411.55, he said. This includes the expense of putting him on the payroll (recruitment, interviews, checkups, etc.), training him, supervising him and payment of his salary before he becomes fully productive. If this

COVERAGE OF ASBE MEETING

Coverage of the 26th annual meeting of the American Society of Bakery Engineers was handled by the following staff members of The American Baker: Wilfred E. Lingren and Frank W. Cooley, Jr., Minneapolis, and S. O. Werner and Don E. Rogers, Chicago. Reports of the first two days' sessions of the meeting appeared in the March issue of The American Baker.

employee quits or has to be fired within a few months after he is hired, there is the additional expense of about \$70 in getting him off the payroll, severence pay, etc., or a total investment of \$481.55 which is lost for each employee who does not stay on the job.

In the case of a bakery salesman, the investment is \$687.55 if he stays and \$787.55 if he leaves within a short time. A bakery supervisor represents an investment of \$1,214.05 and if he is lost the cost is \$1,414.05.

Intangible Losses

Besides the financial loss in employees who do not prove out right, there are intangible losses, such as loss of customer good-will, poor morale, lower productivity and lowering of company prestige and reputation, Dr. McMurry pointed out. These losses, both real and intangible, may be avoided by having standards and specifications for prospective employees and using proper methods to apply them, he said.

"Through a scientific job of screening job, candidates, it is possible to predict the future of an applicant,"

Dr. McMurry stated. "This is most easily done by judging his past performance. If he has been a 'job-hopper' in the past, he generally will continue to be one. If he has been careless, unwilling to assume responsibilities, a trouble maker and unable to get along with other employees in his previous connections, there is little reason to believe he will change on a new job."

Explaining the difference between employees who can do their jobs and those who will do their jobs, Dr. McMurry pointed out that many people have pleasing personalities, favorable appearance and intelligence and give, at first glance, every indication that they can do the job. On the "hunch" system of hiring workers, these people frequently are employed. Closer screening through patterned interviews, however, reveal that these persons might have traits which keep them from meeting the qualifications of certain jobs. They may have a streak of dishonesty, or they may "enjoy" poor health which results in absenteeism; they may be play boys and practical jokers or they may be lazy and unwilling to pull their loads or accept responsibility.

Dr. McMurry stressed the importance of telephone interviews with previous employers prior to the final interview with job applicants. Information frequently is obtained in this matter that would not be placed in writing. Even a voice inflection of a previous employer over the phone may prove a clue to some information that would save the financial investment in a worker who will prove unsatisfactory within a short time.

Methods Dramatized

The correct and wrong methods of interviewing job candidates were dramatized by Dr. McMurry and two members of his staff, Ira B. Cross, Jr., and Robert Shaeffer. The wrong way portrayed the "hunch" type of employment, wherein personality, mutual acquaintances or school experiences and similar superficial characteristics were the conditions under which the personnel director hired a worker. The correct way dramatized the telephone interview system



CHICAGO — Registration at the 26th annual meeting of the American Society of Bakery Engineers March 6-9 totaled 1,724, compared with 1,753 in 1949. Record registration for an ASBE meeting was set in 1947 when 1,941 persons registered.

and the patterned interview which requires answers to a long list of questions.

The patterned interview will clearly reveal the applicant's training, schooling, home life and family environment, his financial situation, thrift or lack of it, domestic troubles, his health and many other characteristics, from childhood into adult life. Basic habits rarely change, Dr. McMurry pointed out.

Many questions from the floor indicated a high degree of interest in personnel selection problems and Dr. McMurry and his staff were asked to go further into the matter at the "bull session" the evening of March 8.

Sweet Goods, Icings, Discussed

The afternoon session March 8, under the chairmanship of Earl B. Cox, Helms Bakeries, Los Angeles, featured discussions on the mechanical production of yeast-raised sweet goods, icings, and doughnut production.

LeConie Stiles, Jr., Ruth Ashbrook Bakeries, Seattle, speaking on the mechanical production of yeast-raised sweet goods, divided his talk into two phases-doughs and ingredient makeup and the mechanics of streamlined production with comment on the proper handling of doughs and production under those circumstances. He divided his doughs into four types: Standard or straight dough, sponge or re-mix, roll-in Danish type and retarded doughs. Mr. Stiles rec-ommended that the individual production man determine which type of dough best suited his needs and use that type. He pointed out that a higher percentage of sponge contributed larger volume size, but the use of the system had a greater risk of overfermentation. If a flaky type of product is desired the Danish type dough should be used. Retarded doughs lend themselves to any type of sweet goods or any style of production, Mr. Stiles pointed out, and he emphasized that one dough should not be used for all varieties produced in the shop, and that handling when the doughs are on the young side is preferable. An overproofed dough will produce a product that is poor in flavor and appearance and will stale quickly, it was said.

"Doughs, toppings and fillings in combination make good products," the speaker said, "but poor quality cannot be covered up with toppings and fillings."

Mr. Stiles cited his experience in retarding, saying that in his opinion the retarder should be kept at 34 to 36 degrees with a relative humidity of 85%. Small pieces of dough should be used, spread out well so the temperature can be lowered easier and permit the retarder to do a good job. Quality will begin to deteriorate after 15 to 18 hours, he said.

Pointing out that there is no sub-



COURTESY CLUB USHERS—Members of the Bakers Courtesy Club of Chicago again were on the job early and late during the recent annual meeting of the American Society of Bakery Engineers, manning the information desk and serving as ushers for the sessions. Some of the club members who served are shown above. In the front row, left to right, are S. K. Nutter, International Milling Co.; M. D. Craft, B. A. Eckhart Milling Co.; Joe Viskocil, Red Star Yeast & Products Co., usher chairman; Ralph Mathison, Chapman & Smith Co., and J. E. Crawford, Kraft Foods Co. In the rear row, left to right, are: R. S. Grandall, Procter & Gamble Co.; C. S. Darling, Siebel Publishing Co.; W. J. Fitzpatrick, Siebel Publishing Co.; F. R. Herbert, Johnson Herbert Co., and S. O. Werner, The American Baker.

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stitute for good ingredients, Mr. Stiles mentioned that his recommended proportions in a sweet dough ran about 15-20% sugar and shortening, 6-12% eggs, with 18-20% eggs used in Danish doughs because their structure forming ability helps to carry the larger amount of shortening and roll-in. Milk adds richness to the dough and finish to the completed product, he said in recommending 4-8% milk. He said that a strong bread flour could be blended with release or pastry flour.

cake or pastry flour.

Mr. Stiles was of the opinion that the public is less likely to tire of sweet goods if they contain no strong flavors, since they may be undesirable or tiring. All flavors should be tested, 12, 24 and 48 hours after baking to check on the taste of the product as a guard against a flavor gaining or losing strength over the period and lessening the quality of the product. Cardamon with lemon, mace or nutmeg with lemon, vanilla or cardamon, cariander with vanilla, lemon or mace were cited as good basic flavor combinations, and Mr. Stiles pointed out that he had noticed no particular danger in lemon flavors becoming too pronounced. The flavor in the filling should not be dominated by a strong flavor in the dough, it was pointed out.

Increasing richness in bakery

Increasing richness in bakery products of this type with no corresponding increase in price is necessary to meet the competition of other foods, the speaker said, emphasizing that "no savings can be made in the material side of costs."

More production is the key to success because of this, Mr. Stiles said, so machines should be used for all work because of the high cost of hand labor. He stated that even Danish dough works excellently mechanically. Five men can make 500 doz. butterhorns or snails hourly, he pointed out, and 700 doz. cinnamon rolls can be made in the same time with five men. Mr. Stiles showed slides on the mechanical processing of sweet goods, showing the types of machinery used and their method of operation. He stated that 80% of the doughs used in his shop were retarded or semi-retarded, because they are not as bucky or sticky and need less dusting flour. The cold dough is hard to handle, he cautioned, stating that it is easier to sheet and handle at about 78-82 degrees.

78-82 degrees.

"We must give the public more in sweet goods in value and quality,"
Mr. Stiles concluded, "the only way is through complete mechanization."

Curt Michaelis, Basic Food Sales Corp., New York, said that the outstanding problem of the industry is that the housewife is the ultimate consumer and at the same time is the baking industry's competitor, saying that icings and the like promote sales and help to appeal to the housewife in "her own feminine way" with smart makeup. The makeup on sweet goods is the icing, he emphasized.

Icing Requirements Listed

Mr. Michaelis said the requirements of an icing are that it must be delicious and wholesome enough to compete with the housewife's own, should remain fresh and firm for some days to withstand abuse, and should dry or set on the surface only, with a soft icing remaining underneath, thus extending shelf life, and should have an appetizing sales appeal to help sell the product it appears on.

He emphasized that the need for

He emphasized that the need for icing that would not stick to the wrapper is important, but is a technical aspect.

Icing is primarily a combination



NEW ASBE OFFICERS—New officers of the American Society of Bakery Engineers, elected at that group's recent annual meeting in Chicago, are shown above. Left to right, they are: Victor E. Marx, American Dry Milk Institute, Inc., Chicago, secretary-treasurer; Don F.

Copell, Wagner Baking Corp., Newark, N.J., president; Earl B. Cox, Helms Bakeries, Inc., Los Angeles, first vice president, and Charles E. Riley, Brolite Co., Chicago, second vice president. Mr. Riley served as program chairman for the 1950 meeting.

Don F. Copell Elected Head of Bakery Engineers

CHICAGO—Don F. Copell, Wagner Baking Corp., Newark, N.J., was elected president of the American Society of Bakery Engineers at the 26th annual meeting of the organization held at the Edgewater Beach Hotel here March 6-9, succeeding Harold T. Moody, Ralph's Grocery Co., Los Angeles.

Earl B. Cox, Helms Bakeries, Inc., Los Angeles, was elected first vice president, and Charles E. Riley, Brolite Co., Chicago, program chairman of the recent convention, was named second vice president.

Victor E. Marx, American Dry Milk Institute, Inc., Chicago, was reelected secretary-treasurer for the 27th year.

New members of the ASBE executive committee are: Howard Tolley, National Biscuit Co., New York, and Rowland J. Clark, W. E. Long Co., Chicago. They replace Charles E. Misch, Charles E. Misch Co., New

York, and Armand Hecht, Hecht's Bakery, Bristol, Tenn. J. S. Devanny, International Mill-

J. S. Devanny, International Milling Co., Lincoln, Ill., was named program chairman for the next meeting, with L. P. Kenney, Red Star Yeast & Products Co., St. Paul, as assistant.

Property manager for the next meeting will be Lester Witt, J. W. Allen & Co., Chicago, with F. J. Montag, Brolite Co., serving as assistant.

of sugar and water, he said, adding that the sugar may be granulated, powdered or fondant, but saying that the finer the sugar used the finer the icing. Mr. Michaelis said there is no difference between cane and beet granulated sugar.

The speaker told how icings are tested, with their breakdown caused by high temperature, change in temperature, and high relative humidity, with the latter being the most serious.

Mr. Michaelis gave two examples

of basic sweet goods icing, saying that one could be wrapped 51 seconds after icing and would not stick to the wrapper. It can be used on partiallybaked products since it will remain white and firm at temperatures up to 450 degrees, he emphasized.

The formulas and method of handling the icings follow:

Basic Sweet Goods Icing

20 lb. granulated sugar 11½ to 16 lb. white icing base (variable, see below) 18 lb. hot water Boil on slow heat until dissolved and then bring to a rolling boil.

Then add:

100 lb. XXXX sugar and mix well. The icing has to be used hot (120°-140° F.) from a double-jacketed kettle or a steam table, so that it is constantly being kept warm. This icing will thicken if kept in an ordinary bowl or container.

If your bakery market is in a very hot or very humid part of the country, or if your sweet goods dough is especially rich or moist you may have to use up to 16 lb. icing base, Mr. Michaelis said. Otherwise you may use less icing base—as little as 11½ lb.

This icing may be adjusted to meet seasonal weather changes. In the hot summer months you may reduce the water to 16 lb. and use the icing at 120° F. In cold winter months you may increase the water to 20 lb. and use the icing at 100° F. In the spring and fall it may be recommended to use this icing at 110° F.

Another icing is said to be a delicious, glossy icing that prevents the icing from sticking to the wrapper.

100 lb. XXXX sugar 4 lb. corn syrup (glucose)-

variable, see below
16 lb. white icing base
15 lb. hot water—200° F. (98° to
212° F.—variable as to con-

sistency)

Mixing Method: Place XXXX sugar, corn syrup and white icing base in this order into the bowl. Start mixing on slow or medium speed. Pour nearly all hot water into the mix at

one time, then add rest of hot water until the icing has the consistency desired.

The corn syrup—glucose should be (Continued on page 16)

ASBE Convention Sidelights

A steady upward trend in membership was reported by Victor E. Marx, American Dry Milk Institute, Inc., Chicago, secretary-treasurer of the ASBE. Current membership stands at 2,438, he said, a net gain of 24 during the past year.

Don F. Copell, Wagner Baking Corp., Newark, N.J., newly elected ASBE president, got a big round of laughter by appearing at the opening of the March 8 morning session in a sandwich sign which read: "Under New Management, effective Dec. 31, 1949." Mr. Copell ended his bachelorhood on that date.

M. Lee Marshall, Continental Baking Co., New York, chairman of the American Bakers Assn., reported that he was attending his first ASBE meeting. The annual meeting of the Continental Baking Co., at which he has presided for years, is al-



Don F. Copell



AT ASBE ANNUAL MEETING—In the illustration at the left above is shown the committee in charge of the bakery foods display during the 26th annual meeting of the American Society of Bakery Engineers in Chicago recently. In the front row, left to right, are Harold Hall, American Dry Milk Institute, Inc., Chicago; Henry Dutz, Chicago, and Roy Kroll, Rogers Broschood Products Co., Chicago, Rear row, left to right, Karl Fromm, American Molasses Co., Chicago; W. L. Grewe, International Milling Co., Chicago; William H. Hauck, Hauck's Bakery, St. Louis, and W. J. Ocken, Columbia Baking Co., Miami, Fla. J. E. Crawford, Kraft Foods Co., was not present

when the picture was taken. In the center picture is Charles E. Riley, Brolite Co., Chicago, program chairman. In the illustration at the right are members of the Chicago Bakers Courtesy Club manning the information desk in the passagio of the Edgewater Beach Hotel. Front row, left to right, Joseph Kaniecki, Durkee Famous Foods; J. D. Faulds, Faulds Oven & Equipment Co., and Ward W. Miller, Sheridan Flouring Mills Co., all of Chicago. Back row, left to right, S. O. Werner, The American Baker, and Louise K. Buell, manager of the Bakers Club of Chicago, both of whom are from Chicago.

ASBE Meeting

(Continued from page 15)

varied, depending on weather and dough conditions. In cold weather use 9 lb., in hot or humid weather do not use any.

Water: The temperature and the quantity of water depend on the consistency desired.

Knife-Spread Icing: Use the water lukewarm—98° F.—in mixing this icing. Adding from 2 to 5 lb. shortening makes an excellent glossy fudge icing.

Hand-Spread Icing: Use the water hot—130° to 180° F.—in mixing this icing. The batch can be used warm or cold. Will not stiffen up while being used.

Dipping Icing: Use the water hot—about 200° F.—in mixing this icing. It is advisable to use this icing from a double-boiler or steam table. Do not reheat over oven or direct fire.

Pouring Icing: Use the water at boiling point—212° F.—in mixing this icing. This will make a transparent glaze-type coating.

Machine Icing: Use the entire icing batch at 115° F. (not hotter).

The importance of the formula is over-rated, Mr. Michaelis said, stating that the adjustment of the formula to the baker's needs is the important thing, and emphasizing that what works in one shop will not necessarily work in another, no matter how similar the production problems may appear on the surface.

He listed the adjustments shown above to be made in the formulas to adapt them to varying shop conditions, climates, and seasonal weather changes, said that method was as important as formula, and listed a "baker's dozen don'ts" on icing, among them warning the production men not to over flavor, guess weights, mix too soft or stiff, take short cuts, beat at high speed, etc. He emphasized that the icing should not be creamed as a cake icing, and should be covered with a cloth after mixing and before using, warning that an unwashed flour sack should not be used to cover the batch since it would cause the icing to ferment.

"Icing is not only a decoration, it is a finishing touch that decides the sale," Mr. Michaelis concluded.

Doughnut Production

Ernest J. Roth, Joe Lowe Corp., New York, and W. Blair Lehault, Doughnut Corporation of America, New York, spoke on the mechanical production of yeast-raised doughnuts, with Mr. Roth opening the discussion with that statement that the sales potential in an area should be carefully calculated and the doughnut

making setup planned to fit the estimated production.

Following the selection of a dough or a prepared doughnut mix, Mr. Roth said that the smallest dough possible would give best results, saying that only a batch that could be worked off in one hour should be mixed. He cited the poor uniformity and high fat absorption encountered when using young and old doughs.

Mr. Roth listed possible methods for yeast-raised doughnut production, ranging from the hand cutting from a dough sheet found in smaller operations to the completely automatic machines now available. Accurate control of frying temperatures is vital, Mr. Roth said, and brought out that the use of continuous frying equipment would permit fat savings of 20-25% because of less fat absorption.

Mr. Lehault said normal frying temperature was between 375 and 385 degrees, and discussed different layouts possible for doughnut production.

Lloyd J. Fay, Cobb's Sunlit Bakery, Green Bay, Wis., discussed the filtration of edible fats and oils, recommending temperatures above 250 degrees because the viscosity of the fat changes with lower temperatures and make filtering slower.

Advantages of filtering frying fat were cited, with Mr. Fay saying that smoking was greatly reduced, doughnuts of a better color were produced, the machines could be kept clean easier, and fat absorption was decreased, saving fat and improving the product. It was pointed out that there is no appreciable loss of fat in the filtering process, and statements from the floor following Mr. Fay's address emphasized that filtering is beneficial, but that it cannot remedy abuse of the frying fat or bad frying procedure.

"Bull Session" Draws Crowd

The "bull session" held the evening of March 8 attracted a large attendance. The ballroom of the hotel was nearly filled to capacity when J. M. Albright, American Bakeries Co., Atlanta, session chairman, started the proceedings.

Dr. Robert N. McMurry, Robert N. McMurry & Co., and two associates, Ira B. Cross, Jr., and Howard B. Menzer, were asked to return for this session to carry on the discussion on personnel selection and evaluation. Part of this was an interview between Mr. Cross and Mr. Menzer, who was an applicant for an executive trainee position. The applicant was asked questions as to his education, previous work in the baking industry, and this gave a clear picture



AT LUNCHEON MEETINGS—The pictures above were taken at two of the special luncheon and dinner meetings held during the recent annual convention of the American Society of Bakery Engineers at the Edgewater Beach Hotel in Chicago. In the picture at the left is shown the speakers' table at the dinner meeting of the American Institute of Baking Alumni Assn. March 7. Left to right at the table are: Richard Rohwedder, Joliet, Ill., newly elected first vice president of the association; Jack Morrill, Joliet, Ill., director of the alumni group; L. E. Caster, Rockford, Ill., president and chairman of the board of directors of the American Institute of Baking; Howard O. Hunter, Chicago, executive vice president of the AIB; Robert Lloyd,



New York, 1949 president of the alumni group; Charles Faulstich, American Institute of Baking, Chicago, secretary-treasurer of the association; Peter Pirrie, New York; William Walmsley, Chicago, principal of the AIB school; Jack Joyce, Cincinnati, director of the alumni association; Herbert Dorner, Chicago, director, and Hans Nicholasen, Chicago, director. The picture at the right shows the group at the annual luncheon for Canadian ASBE members March 7. Approximately 50 persons attended, including delegates from Hallifax to Vancouver. An honored guest at the luncheon was Fred B. Clarke, Hamilton, Bermuda, who was a program participant at the 1945 meeting of the ASBE.

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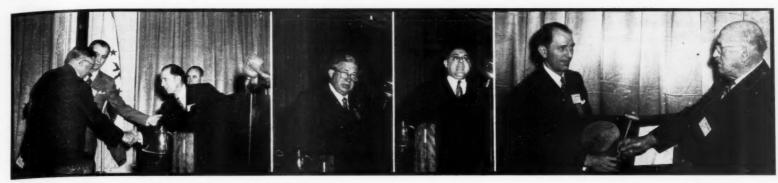
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AT ASBE ANNUAL MEETING—During the opening session the morning of March 6, M. Lee Marshall, chairman of the board, Continental Baking Co., New York, and chairman of the American Bakers Assn., addressed the American Society of Bakery Engineers at its 26th annual meeting at the Edgewater Beach Hotel, Chicago. In the illustration at the left above, Mr. Marshall is being greeted by Harold T. Moody, Ralph's Grocery Co., Los Angeles, president of the ASBE, while Glenn E. Hargrave, Paniplus Co., Mount Prospect, Ill., second vice president of the society, looks on. Otto

Richter, Richter Baking Co., San Antonio, meeting chairman, is in the rear. In the left center picture, Mr. Marshall is shown addressing the society. In the illustration at the right center, the Rev. Harvey C. Hahn, Dayton, Ohio, is shown as he delivered the inspirational address. In the picture at the right, Mr. Moody receives a presentation of a gavel from the Far East Scientific Bakers Assn., Japan. At the right is William E. Doty, California Raisin Advisory Board, Fresno, Cal., who made the presentation on behalf of the Japanese group.

of the information desired about the applicant. The information received indicated that the application would qualify as to stability, ability to get along with other people, loyalty, leadership and that he had no undesirable traits.

Dr. McMurry pointed out that this shows the procedure in employing men for various jobs, and is very simple, and that one can predict what an applicant will do based on what he has done in the past.

bas done in the past.

Dr. McMurry admitted that the selection of men for promotions was not always carried out in a good manner. This should be based on careful analysis of the men, he said, and personnel methods were just as applicable in making promotions as in hiring men.

A break in the program came when Rev. Laurence H. Hall, Portsmouth, Ohio, was introduced. His subject was "Pass a Laugh Along—Humor, a Resource." Rev. Hall entertained the engineers for 30 minutes.

The session adjourned about 11:15 p.m.

Pie and Cake Problems Studied

Pies and cakes drew the attention during the morning session of March 9 with Robert L. Lloyd, American Maize Products Co., New York, serving as session chairman.

Arthur Weyhe, National Biscuit Co., New York, discussed the proper handling of raw materials for cake production in the first paper of the session. He reviewed the four methods of materials handling—by package, by unit load, by bulk container and by

bulk car shipment—citing the economy and sanitation advantages of bulk handling.

bulk handling.

"Raw materials handling is definitely the field which the baker can survey for potential savings," Mr. Weyhe said. "It is the field in which he can use his ingenuity."

Recent developments in materials handling methods were pointed out and Mr. Weyhe warned that it was important to "keep abreast of the times, because the picture is constantly changing."

Common pie production difficulties were discussed by James Henderson, Wagner Baking Corp., Chicago. He listed the most common faults in pie production and pointed out that workmanship has a lot to do with the appearance of a pie.

Mr. Henderson described methods of producing flaky and mealy types of pie crust and suggested methods to use in eliminating the common faults that are involved.

"The failure to obtain well-baked bottoms seems to be the biggest problem of many pie bakers," he said. "With proper ingredients and workmanship well-baked bottoms can be produced."

All pie fillings should be of a uniform temperature to insure a uniform bake, Mr. Henderson pointed out. Outside weather conditions have a lot to do with the results obtained, he said.

To eliminate excess shrinkage and lack of color, he cited the need for proper blending of flour and shortening.

Mechanization Planned

"We can't afford to do all the fancy things with pie crusts we formerly did when labor rates were lower," Mr. Henderson pointed out. "We must mechanize to the 'nth degree' if we pie men are going to stay in business. I'm going to change my formulas to fit the machines in order to stay in business and make a profit."

Pie fillings was the subject of a paper presented by Carl Denton, Farm Crest Bakeries, Detroit. Faults encountered in this phase of pie production are often the results of trying to tailor a pie to a price, he pointed out.

"Problems of this nature can be cured by using quality ingredients in properly balanced formulas," he said.

Mr. Denton listed nine common faults encountered in the production of fruit pie fillings and seven faults most often involved in the production of soft pie fillings. He then discussed each one and presented suggestions for correction.

He stressed the importance of good ingredients, proper handling and correct formula balance.

Different Market Needs

Not all markets like the same type of filling and a pie baker must balance his filling to fit the demand in the area he serves, it was pointed out. A baker should judge his pie at the same point that the consumer judges it—at the time it is consumed, Mr. Denton suggested.

"High quality ingredients, carefully processed by good bakers in a modern plant will produce the quality pie that will insure an expanding market for the commercial pie baker," he said.

The causes of and corrections for various cake faults was the subject of Oscar McGee, American Molasses Co., New York. He discussed faults involved in producing angel food, sponge and layer cakes and listed causes and probable cures for them.

Cake Production Problems Featured

Factors vital to the production of high quality cakes of all types received attention at the final afternoon session March 9. Claude W. Lantz, Durkee Famous Foods, Chicago, acted as session chairman.

Frank R. Schwain, Procter & Gamble, Cincinnati, discussed the effect of temperature on cake quality, dividing his paper into four sections on ingredient temperatures, shop temperatures, oven temperatures and the proper cooling of cakes.

Proper cooling is important in all phases of cake production, Mr. Schwain said, and does not lose its importance even in the final stages prior to wrapping. The speaker showed slides to illustrate the texture breakdown and imperfections resulting from insufficient cooling before wrapping or icing.

fore wrapping or icing.

One hour's cooling is satisfactory in most instances, Mr. Schwain stated, with less time promoting undesirable sogginess.

"Using temperature control all the way through your cake production will help you get the quality you want in the cakes," he said.

During the question period following the presentation of Mr. Schwain's paper, it was brought out that higher altitudes will affect the temperatures advocated for quality cakes. It was

(Continued on page 24



AT ASBE ANNUAL MEETING—William C. Roth, Purity Bakeries Corp., Chicago, is shown at the rostrum in the illustration at the left above discussing the production of partially-baked products during the afternoon session March 7 at the recent American Association of Bakery Engineers meeting in Chicago. At the far left is Jack Tesch, Oswald Jaeger Baking Co., Milwaukee, who spoke on rye bread production, and Elmer F. Glabe, Food Technology, Inc., Chicago, who discussed rope and mold inhibitors. In the

center illustration, Glenn E. Hargrave, Paniplus Co., Mount Prospect, Ill., second vice president of the ASBE, receives a pen set for his service in that position and as program chairman the preceding year from Otto Richter, Richter Baking Co., San Antonio. In the illustration at the right, Victor E. Marx, American Dry Milk Institute, Inc., Chicago, society secretary, watches proceedings during a session with William E. Doty, California Raisin Advisory Board, Fresno, Cal., and Mr. Hargrave.

ASBE Sidelights

(Continued from page 15)

ways scheduled for the first Tuesday in March. This conflict has in the past always prevented him from attending the ASBE meetings. This year, however, the first Tuesday in March fell on March 7, which enabled Mr. Marshall to attend the first day of the engineers' meeting and address the opening session.

All printed material published by the ASBE has been indexed and the master card index is available at the society's headquarters in Chicago. The project was recently completed under the supervision of a committee of which P. E. Minton, American Molasses Co., Chicago, was chairman.

The invocation at the opening session was given by Basil Cimaglio, Central Grocers Cooperative, Inc., Chicago.

Leo Terry, popular organist at ASBE annual meetings, was recognized at the opening session. He mentioned that the 1950 meeting was the 12th time he has played for the engineers.

Foreign visitors to the meeting were recognized at the opening session. Approximately 50 were in attendance from Canada, one from Bermuda and one from Rotterdam, Holland.

The society provided free bus transportation from other hotels to the Edgewater Beach each morning in time for the opening session.

In recognition of their efforts on behalf of the society, retiring president Harold T. Moody, Ralph's Grocery Co., Los Angeles, was presented a clock, and retiring second vice president Glenn E. Hargrave, Paniplus Co., Mt. Prospect, Ill., was presented a pen set. These presentations were made immediately following the

LUNCHEON MEETING HELD BY NBSHA

CHICAGO - The National Bakers Supply House Assn. held a luncheon meeting March 8 during the annual neeting of the American Society of Engineers. About 30 were present. Philip Orth, Jr., Ph. Orth Co., Milwaukee, president of the association, reported to the members on the directors' meeting held March 5. John Allen, J. W. Allen & Co., Chicago, chairman of the industrial and public relations committee, gave a report on future activities during 1950, which include plans for a merchandising program. George Chussler, Bakers Weekly, former managing director of the association, gave a talk on relations between bakery supply houses and bakers, saying the supply house people should always be alert to new developments and processes, such as partially-baked and frozen-baked goods. The board of directors of the NBSHA presented Roger Blum, Sol Blum & Sons, Cleveland, Ohio, for his past services as president, with a sterling silver serving tray. Henry Kingdon, Bessire & Co., Indianapolis, Ind., who is new secretary, made the presentation.

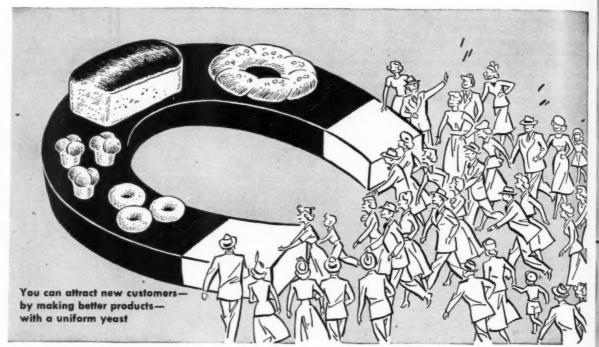
election of new officers at the business session March 7.

Last year, at the silver anniversary convention of the ASBE, 71 members were honored for 25 years of membership in the society. This year 34 more members attained that record and were added to the "25-year club." They are: Franklin J. Bergenthal, Roger Brandenburg, Morris Cohen, Jesse A. Dietzen, Paul C. T. Ewert, Charles H. Grupe, James R. Harris, Ralph S. Herman, Noah M. Inbody, Charles E. Jones, Frank R. Kinkenon, S. J. Lawellin, L. E.

Leatherock, Adolph E. Link, E. S. Mason, R. W. Mitchell, R. H. Montgomery, Thomas J. McArdle, John J. McCarthy, Joseph M. McCartin, Oliver S. Otting, Otto C. Pfaff, Fred D. Pfening, Carlos S. Pickering, W. W. Reece, Thomas W. Sanford, A. R. Sasse, Charles L. Schulz, Emmett D. Slavin, John C. Summers, W. J. Towey, William Townslay, Theodore Walma and R. N. Winfree.

Howard O. Hunter, executive vice president of the American Institute of Baking, Chicago, described the new headquarters building of the AIB, now under construction, during his talk at the dinner meeting of the American Institute of Baking Alumni Assn., March 7. He said it was the hope of AIB officials that the new building would become the scientific headquarters of the baking industry. Total cost of the building, he reported, will amount to \$1,250,000, including equipment. The cornerstone-laying ceremony is scheduled for May 13 and the AIB hopes to occupy the new building by Oct. 1. Mr. Hunter announced that the Allied Trades of the Baking Industry will furnish the directors'

"Make it better—and sell more of it"-



Fermentation is your business... in producing better baked goods!

Practically everybody eats bread. (Recent surveys published revealed that only 1.2 per cent of the people answering, reported eating no bread at all.) But few people eat enough bread . . . regularly!

We must make them want to eat more bread ... sweet-goods ... and every baked

product. To do this we should make it better—then sell more of it. Expand the present markets—win new customers—create an urge to reach for another slice!

Key to quality . . . uniformity

Uniform fermentation is a key to good volume, grain, texture and flavor. That's why bakers must use the finest fermentation



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room of the new building, that the Paniplus Co. will furnish a large class room and that L. E. Caster. AIB president, will furnish a small class room.

An extra session for questions which had not been fully discussed which had not been fully discussed during the regular sessions was held the evening of the third day of the convention under the chairmanship of Jake M. Albright, American Bakeries Co., Atlanta, Ga. The "bull session" has been instituted as an annual feature of the meeting after the success of the first one held in the success of the first one held in

1948. Over two thirds of those who replied on the membership reaction cards indicated that they would like to see this feature repeated. A humorous address offered a change of pace during the evening session; the Rev. Laurence H. Hall, Portsmouth, Ohio, spoke on "Pass a Laugh Along —Humor, a Resource."

Richard O. Rohwedder, Union Machinery Co., Joliet, Ill., also spoke at the AIB alumni dinner reporting on plans of the association to furnish a students' lounge in the new building. He is chairman of a com-

mittee which is authorized to spend up to \$3,500 for this purpose. Bids received so far, he said, indicate that the lounge will cost approximately \$2,000.

Acting as session chairmen during the annual meeting were Fred Weberpals, H. C. Bohack Co., Inc., Brooklyn; Rowland J. Clark, W. E. Long Co., Chicago; H. Alvin Meyer, Grocers, Chicago, H. Alvin Meyer, Grocers Baking Co., Lexington, Ky.; Don F. Copell, Wagner Baking Corp., Newark, N.J.; Earl B. Cox, Helms Bakeries, Los Angeles; Jake M. Albright, American Bakeries Co., At-

45 ATTEND BEMA DINNER MEETING

CHICAGO—A dinner meeting of the Bakery Equipment Manufacturers Assn. was held the evening of March 5 during the American Society of Bak ery Engineers convention, with about 45 in attendance. Carl W. Steinhauer, Union Steel Products Co., Albion, Mich., president of the association, was in charge of the meeting. The recent Atlantic City baking industry exposition was discussed, and it was decided that any money sur-plus from this will be devoted to projects of benefit to the entire baking industry. This will be determined by the general exposition and convention committee at a later meeting. Raymond J. Walter was appointed executive secretary and treasurer. It was stated that the BEMA is looking forward to a national exposition with the Associated Retail Bakers of America in 1952.

lanta; Robert L. Lloyd, American Maize Products Co., New York, and Claude W. Lantz, Durkee Famous Foods, Chicago.

The program committee for the annual meeting was under the di-rection of Charles E. Riley, Brolite Co., Chicago, with J. S. Devanny, International Milling Co., Lincoln, Ill., assisting him. Len P. Kennedy, Red Star Yeast & Products Co., St. Paul, served as property manager for the meeting, assisted by Lester D. Witt, J. W. Allen Co., Chicago, as assistant property manager.

Back at his usual duties of leading the singing was William E. Maier, Maier's Bakery, Inc., Reading, Pa. Mr. Maier was unable to attend last year's ASBE meeting because of illness. Assisting him this year was Harry D. Gardner, Union Steel Prod-ucts Co., Albion, Mich.

The duties of meeting chairman were divided by Otto Richter, Richter Baking Co., San Antonio, Texas, past president, and Harold T. Moody, Ralph's Grocery Co., Los Angeles, retiring president.

Two persons listed in the printed program didn't make their sched-uled appearance at the ASBE meeting. F. J. Montag, Brolite Co., Chicago, who was to serve as assistant property manager, and William E. Broeg, baking industry consultant, Lyndeboro, N.H., who was to appear on the March 9 afternoon program, were both hospitalized with back troubles.

Illness also took another promi-nent engineer away from the meeting early. A. J. Vander Voort, head of the Dunwoody Baking School, Minneapolis, was forced to return home during the meeting. He also missed the March 6 luncheon meeting of the Dunwoody Baking School Alumni

READ IS THE STAFF OF LIFE FRANTZ APPOINTMENT

PITTSBURGH—Charton C. Frantz, president of Frantz Industries, has announced the appointment of Paul J. O'Rourke as merchandising director of the "magic yeast" division of Frantz Industries. Mr. O'Rourke has been associated with the Frantz company for the last six years in the merchandising capacity.

Get bigger sales with better baked goods

ingredients they can buy. They need strong, steady fermentation . . . the kind they can depend on. The kind that helps them control changing conditions.

Fermentation is Fleischmann's business, too

The Fleischmann Laboratories have devoted years of research to give you the finest quality yeast

Over three quarters of a century has been devoted by the makers of Fleischmann's Yeast to the perfection of fermentation ingredients . . . ingredients that are dependable in quality and performance, and contribute to the reliable production of top quality baked goods. That's why Fleischmann's Yeast has enjoyed such an outstanding record for quality.

What is Fleischmann quality? Fleischmann quality means Uniformity, Purity, Hardiness, and Strength in the yeast. Not just words . . . but the hard-won results of research . . . and constant manufacture and laboratory control.

For example, yeast uniformity. Yeast so standardized that it gives you uniform fermentation day after day, always acting with the same vigor and speed in your dough so that the changes you make in fermentation time will produce the expected

As one step in securing uniformity, each pure culture is started from a single cell, which is isolated by means of a special micromanipulator under the high-powered microscope, as illustrated.



Besides helping you control changing conditions, an ever-uniform yeast helps you bake to your type of market. For with dependable fermentation, you can give customers the kind of baked goods they want.

In 1950, as for over 80 years, every facility and service of the makers of Fleischmann's Yeast will be devoted towards safeguarding fermentation-your business and our business.

In Fleischmann's distribution, fast and frequent delivery gives you fresh yeast of uniform quality.



Yeast - always "busy" in the dough

NEVER FLASHY... NEVER SLOW

Greater Profits with Egg Whites

The Baker Can Increase His Varieties and His Sales by Using Egg Whites, Taking Advantage of Favorable Prices

By A. J. VANDER VOORT Technical Editor, The American Baker

ANGEL FOOD

Place in a machine kettle and beat at medium speed:

4 lb. egg whites

1 oz. salt

1 oz. cream of tartar

Add gradually:

2 lb. granulated sugar

When the mixture holds a crease,

Vanilla to suit

Then sift together, at least three times, and fold in carefully, either by hand or machine:

2 lb. granulated sugar 1 lb. 6 oz. cake flour

Deposit into pans of desired size and bake at about $340\text{-}360^{\circ}$ F.

Note: The home-type of angel food is usually baked in large pans. You will find that these larger cakes have the best eating quality.

PEANUT BARS

(Refrigerated)

Mix together:

3 lb. powdered sugar

1 lb. 4 oz. butter

1 lb. 4 oz. shortening

8 oz. cake flour

34 oz. salt

10 oz. egg whites

Vanilla to suit

Add and mix in:

1 lb. 12 oz. chopped peanuts

Sift together and mix in:

3 lb. 4 oz. cake flour

1/8 oz. cream of tartar

Place the dough level in 8 by 8 by 2 in. square pans which have been lightly greased. Place in a refrigerator and allow to chill. Remove from the pans by running a knife around the edges. Cut into blocks of dough, making three equal strips. Then cut each strip into slices about ¼ in.

thick. Place on ungreased pans and bake at about 375° F. RAISIN HONEY SQUARES

Cream together:

1 lb. 4 oz. granulated sugar 10 oz. shortening

4 oz. butter

4 oz. bread flour 8 oz. honey

Add gradually:

12 oz. egg whites

Stir in: 6 oz. milk

Sieve together, add and mix in:

1. lb. 10 oz. cake flour

¼ oz. baking powder

1/8 oz. soda

Then add and mix in well:

2 lb. 8 oz. seedless raisins

Place the mixture in a greased and dusted bun pan. Spread out evenly and bake at about 350° F. After baking and when cool, ice as desired and cut into squares or bars of desired size.

PEANUT MACAROONS

Rub together:

4 lb. 8 oz. granulated sugar 1 lb. 8 oz. kernel paste

6 oz. flour

Add:

12 oz. egg whites

Mix in thoroughly:

4 lb. 8 oz. ground roasted peanuts

Then add and mix in until smooth:

12 oz. egg whites

Deposit on greased and dusted pans and bake at about $350\,^\circ$ F.

WHITE POUND CAKES

Cream together on medium speed for three minutes:

5 lb. cake flour

3 lb. 4 oz. emulsifying type shortening

Then add and mix for about six

6 lb. 4 oz. granulated sugar

2 lb. 8 oz. liquid milk

3 oz. salt

21/2 oz. baking powder

Then add in two stages, on slow speed:

3 lb. 4 oz. egg whites 1 lb. 8 oz. liquid milk

Flavor to suit Mix this for about five minutes. De-

posit into pans of desired size and bake at about 340-350° F.

Note: In order to obtain a good

smooth batter, it is necessary to scrape the bowl down a number of times during the mixing procedure. It may even be a good idea to place the hand in the batter to stir in any



Many Types of Icings May be Used on the Devils Food Cake

dough that might be on the bottom during the mixing period. Also scrape the creaming arm down thoroughly.

DEVILS FOOD CAKES

Mix together for four minutes on

medium speed: 4 lb. 8 oz. granulated sugar 4 lb. cake flour

12 oz. cocoa

1 lb. 8 oz. shortening

2½ oz. salt

112 oz. soda

31/2 oz. baking powder

2 lb. 4 oz. egg whites

2 lb. 12 oz. milk Vanilla to suit

Then add and mix for three minutes on medium speed:

2 lb. milk

Deposit into pans of desired size and bake at about 380° F. This formula may be used for layers, sheet cakes and cup cakes

CHOCOLATE POUND CAKE

Mix together on medium speed for about five minutes:

5 lb. cake flour

3 lb. 4 oz. emulsifying type shortening

NUT POUND CAKES Cream together for five minutes on low or medium speed:

2 lb. 4 oz. powdered sugar 1 lb. 8 oz. shortening

during the mixing period.

6 lb. granulated sugar

2 oz. baking powder

3 lb. 4 oz. egg whites

Vanilla to suit

3 lb. 8 oz. liquid milk

Then mix together and add in two

12 oz. liquid milk Mix this together on low speed for

about five minutes. Deposit into pans

of desired size and bake at about

Note: Be sure to scrape down the

bowl and creaming arm several times

12 oz. cocoa

2½ oz. salt ½ oz. soda

1 oz. salt

4 oz. invert syrup or honey 12 oz. cake flour

Add gradually:

1 lb. 8 oz. egg whites

Stir in:

1 lb. liquid milk Vanilla to suit

Sieve, add and mix in for about five minutes:

2 lb. 4 oz. cake flour

Then stir in for one minute on low 2 lb chopped nuts

Deposit in pound cake pans and bake at about 340-350° F. CHERRY KISSES

(Cold Process)

Beat until light:

2 lb. egg whites 6 lb. powdered sugar

1/8 oz. salt

1/8 oz. cream of tartar

When stiff add:

2 lb. fine chopped glazed cherries Drop out on lightly greased and dusted pans. Bake at about 275° F. on double pans.

Note: A little red color may be added to the beaten mixture if de-

sired.

Greater Profits with Egg Whites

GG WHITES, today, are selling for considerably less than they E have for quite a few years. This decrease in their cost can



readily be taken advantage of by the enterprising baker to increase his profits. At this time of the year the weather is improving right along and Mrs. Housewife can again do her shopping without too many discomforts. Bakery windows are no longer frosted or covered with steam. This allows the sales force to really doll them up once again. The following formulas are all made with egg whites. large variety of products are offered. Some of them undoubtedly are standard in your shop. However, others can be used to good advantage for display in the windows and show cases. They will attract attention and create a desire to buy by

A. J. Vander Voort the passerby. The sales force should be on their toes and push these different items. It should help to increase the average sale and at the same time give the shopper something different to serve at home.

950

WHITE SUGAR COOKIES (Machine Cut)

Cream together:

4 lb. granulated sugar

2 lb 8 oz. shortening

2½ oz. salt

2 oz. ammonia 1 oz. soda

Flavor to suit

Add gradually: 12 oz. egg whites

Stir in:

3 lb. 4 oz. milk

Sift together and mix in:

3 lb. granulated sugar

12 lb. pastry flour

Drop on lightly greased pans. Dip in granulated sugar and bake at $410-420^{\circ}$ F.

HONEY NUT LAYER CAKES

Cream together:

2 lb. granulated sugar 1 lb. 2 oz. shortening

1½ oz. salt 8 oz. honey

Add:

12 oz. egg whites

Mix together and add alternately with the flour: 2 lb. 2. oz milk

6 oz. granulated sugar Vanilla to suit

Sift together:

2 lb. 8 oz. cake flour 2 oz. baking powder

Then mix in:

12 oz. egg whites

Then add and mix in:

1 lb. 4 oz. chopped nuts Deposit into pans of desired size. Bake at 350-360° F.

HONEY FUDGE ICING

Cream together:

2 lb. powdered sugar

8 oz. shortening Vanilla to suit

Dissolve together and add slowly:

½ oz. gelatin

14 oz. hot water (200° F.)

1/8 oz. salt

Then add:

12 oz. butter

Stir in:

1 lb. honey

Sift together, add and mix in until smooth:

4 lb. powdered sugar

4 oz. milk solids (non-fat)

Note: The consistency of the icing may be changed by adding a little more honey.

CHERRY NUT LAYER CAKES

Cream together three to five minutes:

5 lb. granulated sugar

2 lb. 4 oz. emulsifying type

shortening

3 oz. salt

Vanilla to suit

Add gradually:

1 lb. 8 oz. egg whites

Mix together and add gradually:

4 lb. milk

12 oz. granulated sugar.

Sift together and add: 5 lb. 6 oz. cake flour

4 oz. baking powder

Then mix in:

1 lb. 8 oz. egg whites

Then add:

2 lb. 8 oz. chopped glaced cherries 12 oz. chopped nuts

Scale:

 $10\frac{1}{2}$ oz. into 7 by $1\frac{1}{2}$ in. round pans $13\frac{1}{2}$ oz. into 8 by $1\frac{1}{2}$ in. round pans Bake at about 375° F.

Note: Be sure not to overcream this mix as this will cause the fruit to slightly settle to the bottom of the cakes. When cooled, ice to suit.



The Angel Food May be Sold Uniced or Iced

PECAN NUT CHOCOLATE DROPS

Beat light:

1 lb. egg whites

1/8 oz. salt

1/8 oz. cream of tartar

Add gradually while beating:

1 lb. 8 oz. granulated sugar

When beaten quite stiff, add:

Vanilla to suit

Then sift together:

1 lb. 8 oz. powdered sugar

4 oz. cocoa

Mix:

2 lb. pecan pieces into the sugar and cocoa mixture

Then fold this carefully into the beaten mass. Deposit on lightly greased pans, using a canvas bag and a No. 8 or 9 plain round tube. Bake at about 340° F.

COCONUT LOAF CAKES

Cream together:

1 lb. 12 oz. granulated sugar

12 oz. shortening

6 oz. macaroon coconut

½ oz. salt

Vanilla to suit

Add gradually:

1 lb. 8 oz. milk

Sift together and mix in:

1 lb. 12 oz. good cake flour

1 oz. baking powder

Beat medium stiff and fold in care-

fully:
1 lb. 4 oz. egg whites

Bake in paper lined loaf cake pans at 350° to 360° F.

After the baked cakes are cool, ice with a good boiled icing and sprinkle toasted macaroon coconut on top.



A Pineapple Layer Cake

HONEY FRUIT SLICES

Cream together:

2 lb. 8 oz. granulated sugar

1 lb. 4 oz. shortening

11/2 oz. salt

8 oz. butter 8 oz. bread flour

1 lb. honey

Then add gradually: 1 lb. 8 oz. egg whites

Stir in:

12 oz. milk

Sift together, add and mix in:

3 lb. 4 oz. cake flour

½ oz. baking powder

1/4 oz. soda

Then add:

12 oz. chopped candied pineapple

1 lb. chopped dates 1 lb. 4 oz. chopped candied

cherries

2 lb. bleached raisins

Place into two greased and dusted 18 by 26 inch bun pans. Spread out evenly and bake at 350° F.

After baking and when cool, ice with the following Honey Fudge Icing. Sprinkle chopped pecans or walnuts on top and then cut into pieces of desired size.

CHOCOLATE ANGEL FOOD

Beat until light:

3 lb. egg whites 34 oz. salt

1/4 oz. cream of tartar

Add gradually:

1 lb. granulated sugar Then add:

Vanilla to suit

Sift together and fold in carefully:

1. lb. 2 oz. cake flour

4. oz. cocoa 2 lb. 4 oz. granulated sugar

1/s oz. soda

Bake at about 350-360° F. When the cakes are baked and cool, ice them with chocolate icing.

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Engineering the Baking Industry's Future

OUR contribution to our great industry can be measured by the progress the industry has made. We could not have gone far without the inventive genius of the bakery engineer.

As industries go, ours is not really very old. But no one can say that it hasn't covered plenty of territory in its comparatively short life. Among today's leaders, you will find men who started business with one cart, selling bread they or their mothers or wives had baked at home in the kitchen.

In the space of one lifetime these men have seen miracles-most of which you produced for them. You took those leaders out of their kitch-

EDITOR'S NOTE: The accompanying article comprises the essential text of an address delivered at the opening session of the recent annual meeting of the American Society of Bakery Engineers by Lee Marshall, Continental Baking Co., New York, chairman of the American Bakers Assn.

ens and gave them travelling ovens, dividers, moulders, fermentation rooms, automatic proofers, slicers, wrapping machines and hundreds of important devices and methods.

In the old days, they sold bread more on sentiment than on quality. The bread they produce today, in vast quantities, with automatic equipment, is far better than the old hand-kneaded, milk-less, unshortened loaf with which they started their business

That is one of the things that you helped do for us-and for the consumer.

You not only enabled us to pro duce consistently better bread, but you made it possible for us to slice wrap it, and get it to the consumer while it is fresh, and make it stay fresh longer.

You made it possible for the con-sumer to know what she is getting. The bread the housewife gets today will be just as good as the loaf she bought vesterday and the day before. has confidence in what she is getting because of the high level of uniformity we have been able to establish

A Major Achievement

All this represents a major achievement. You can be proud of it. The leaders of our industry respect your contribution and want you to have all the credit you so richly deserve.

But-and this is an extremely big but—your work has only begun.
Our industry, like most major in-

dustries, is facing an uncertain future. We have problems on three fronts: First, our costs are mounting; second, we must meet the challenge of a trend on the part of the public to substitute other foods for baked foods, and third, there is need for continued improvement in quality.

Now let's look at these things one time

Like all industries, our costs are on the verge of getting out of hand. The price of ingredients continues to rise. The costs of labor continue to rise. The costs of selling are increasing all along the line.

The retail price of bread, on the

By M. Lee Marshall Continental Baking Co.

other hand, has a moral and political and competitive ceiling. Bread consistently runs well below the cost of living, or the cost of other foods. Our prices have risen somewhat during the past 10 years; but the usual relationship between our low prices and the higher general price level has remained pretty much the same. At the moment, we are faring better than we did, in relation to these other costs; but even so, the housewife is getting more for her money in bread today than she did 10 years 1938, the average hourly wage bought seven loaves; today's

average hourly wage buys 10 loaves. Bread prices must necessarily re-

flect the obvious fact that bread is our most staple, most dependable and most necessary food. The leaders of the baking industry would not wish to get exorbitant prices for bread, even if they could; and everyone who knows the baking industry, knows the baking industry, knows they couldn't if they wanted to. The pressure of competition keeps all bread prices at a low level, and incidentally at about the same level.

Certainly at about the same level.

Certainly, between our own moral obligations, political pressures, and competitive requirements to keep our prices in line, we are not going to

Every Cake we bake ... that's why we have so



The handsomely appointed sales-room of Schupp's Bakery. Schupp's is headquarters in Washington for special occasion cakes which are made in a wide variety. The Sweetex "Princess White" formula is used for the majority of these handsomely decorated cakes

Mrs. Charles Schupp plays an important part in the success of the Schupp bakery. Mrs. Schupp-who knows the importance of good customer relations-selects and personally supervises the training of the salesgirls who serve Schupp customers. From left to right, these friendly, smiling "salesmen" are: Betty Helsley, Ellen Harris, Hazel Royal, Mrs. Elizabeth Schupp, Beatrice Gray, Dian Palmer and Phyllis Hall.



Trust Your Future to SWEETEX T

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solve any economic problems for the industry by increasing bread prices.

And we can't cut quality.

Same Quality, Less Cost

That means that you are going to have to find ways to help us make the same high quality bread, with the same ingredients, at less cost. And that, gentlemen, is a first class, lollapaloozer of an assignment.

But I think you'll find a way to

Now, let's look at the second problem that faces us.

Sometime ago, the American Bakers Assn. did some research on the per capita consumption of wheat flour in the U.S. They made a chart. The chart was a little startling.

I can give you the whole depressing story in two sentences: In the year of 1909, the average citizen of the United States consumed 207 lb. of wheat flour. In 1948, the average citizen consumed 135 lb. of wheat flour. That's a third less.

Because of the rapid increase of

the population, we are actually selling more loaves of bread every year; but the number of loaves consumed per person is, I am afraid, going downhill fast. This chart indicates that John Doe is eating only two

loaves where his father ate three.

That's a mighty big drop.

When I first saw this chart, I asked an ominous question. It was this: "Are we in a dying business?" believe you all know enough to agree that I am never a pessimist. My business associates consider me a perennial optimist.

But in the long run, I don't think there is anything inconsistent about an optimist having a realistic reaction to a chart like that. I don't want to ease any shock which this disturbing chart may bring to the industry, because I want the industry to be sufficiently disturbed to take off its collective coat and get

I certainly do not believe that we are in a dying business. I know that through our united efforts, something can be done about the present trend in wheat consumption. And that means you.

Cooperation Needed

It means that all of us-you, and the over-all management of the industry, and the sales promotion end of the industry, must work more closely together than ever before.

Let's take a look at what has happened in this country in the past 40 years. Back in those days we were a pretty tough lot of people. Men worked long hours and, as the provent has in the provent has a pr erb has it, the women's work was never done. I looked up some figures the other day to see exactly what has happened to the hard-working breadwinner — and bread eater — in this country since 1910. The statistics

this country since 1910. The statistics are mighty revealing.

In 1910 there were 37,370,000 people working for a living, and of that number 26,108,000 were really working—agriculture, forestry, mining, fishing and other such jobs that required physical effort. That means quired physical effort. That means that over two-thirds of the people were working, worked enough to build up a real appetite for bread, six days a week.

In 1949, 40 years later, there were 60,078,000 people working. And do you know how many were in this heavy-duty classification in 1949? Only 2,603,000 more than in 1910! All the rest of today's tremendously increased working force, almost 32 million others, were in lighter work— such things as offices, domestic serv-ice, the professions or government service. In government work alone, the forces went from 431,000 in 1910 to 5,800,000 in 1949.

The long and short of those statistics is that the bread-eating hardlabor force has remained almost static for 40 years while the number of people doing lighter work has almost trebled. Is it any wonder per capita bread consumption is down?

But let's look at the ladies. Back in 1910, there weren't dishwashers, clothes washers, clothes driers, vacuum sweepers, automatic ironers, frozen foods, ready-prepared foods, bridge, gin rummy, canasta, and perhaps most of all, multi-million dollar advertising campaigns ballyhooing the conviction that woman's place is at the card table, and her prime responsibility in life is to maintain her figure at all costs.

Propaganda Cited

The women have been barraged increasingly by propaganda from food fakers, medical racketeers, scientists, uninformed practitioners and hard-headed producers of other food products more or less competitive with baked goods, designed to snare a segment of the family food budget. This impressive array of fast and influential persuaders has managed to convert millions of women to the belief that bakery products create curves in the wrong spots.

This has hurt our business, and

hurt it badly.

And then take children, traditionally the most consistent consumers of bakery products. But these days, they simply don't get enough.

The average man is too tired, too mentally fatigued, to enjoy an allout, bang-up dinner; the average mother is so busy trying to retain a chorus girl figure that she pecks and nibbles at food and is a light eater. So the poor kid, by natural conse-

(Continued on page 62)

is a SWEETEX Cake many Regular Customers!"

says CHARLES SCHUPP **Proprietor of Schupp's Bakery** Washington, D. C.

THEY'VE missed no bets at Schupp's Bakery in planning to attract customers and bring them back often. Everything about this shop is neat and inviting . . . every product made here is a quality product.

Yes, Washington housewives keep Schupp's cake department going at full speed. And it's because every cake sold by this popular bakery is a fine-eating Sweetex cake.

It is more than a coincidence that so many successful bakeries make their cakes with Sweetex and "High-Ratio" formulas. The reason is that Sweetex makes especially fine-eating, long-keeping cakes-the kind that builds "regulars" . . . profitable repeat customers!

Right: Mr. Charles Schupp, owner and operator of Schupp's Bakery. Mr. Schupp made this interesting comment on "Mrs. Average": "We estimate that our 'Mrs. Average' brings in more than \$160 worth of busi-. . and our Sweetex cake sales have been a big factor in making that figure possible.'



Keep Your Eye on That Figure ...

There's "cash-register magic" in this simple idea: turn your hit-or-miss cus-tomers into "regulars"—customers who patronize your shop regularly, not just once in a while. The purchases of a regular repeat customer—"Mrs. Average" will add up to \$110, or more, every year.

And here's a sure, proved way to build an "army" of repeat customers: offer courteous service and Sweetex quality baked goods. Use Sweetex and the "High-

Ratio" Formula exclusively for all your cake batters and icings. "Treat" your customers to better-eating, longer-keeping cakes, and yourself to faster-growing sales volume and profits!



Procter & Gamble





"High-Ratio" is our registered trademark, It also stands for bakers' service; and, when employed by bakers, means that they have used Procter & Gamble's special shortening pursuant to the "High-Ratio" service. Procter & Gamble, makers of Sweetex, the "High-

"MRS

AVERAGE"



AT ASBE ANNUAL MEETING—The March 8 morning program of the American Society of Bakery Engineers meeting in Chicago recently was featured by a presentation on personnel selection and evaluation, under the direction of Dr. Robert N. McMurry, head of the Chicago personnel relations firm bearing his name. In the illustration at the left above, left to right, Don F. Copell, Wagner Baking Corp., Newark, N.J., session chairman, discusses the program with Victor E. Marx, American Dry Milk Institute, Inc., Chicago, Dr. McMurry, and Charles E. Riley, Brolite Co., Chicago, program chairman. In the two pictures at the right are members appearing on the afternoon

program March 8. In the center illustration, left to right, are Ernest J. Roth, Joe Lowe Corp., New York; Lloyd J. Fay, Cobb's Sunlit Bakery, Green Bay, Wis.; Curt Michaelis, Basic Food Sales Corp., New York, and at the rostrum, Arthur Gase, Saginaw, Mich., who led the singing preceding the afternoon session. The illustration at the right shows, left to right, LeConie Stiles, Ruth Ashbrook Bakeries, Seattle, Wash.; W. Blair Lehault, Doughnut Corporation of America, Inc., New York; Earl B. Cox, Helms Bakeries, Los Angeles, session chairman, and Harold T. Moody, Ralph's Grocery Co., Los Angeles, ASBE president, meeting chairman.

ASBE Meeting

(Continued from page 17)

felt that the higher altitudes might require slightly lower temperatures.

Demonstration Canceled

The demonstration and discussion of "Icings, Facts, Fallacies and Fancies," by William E. Broeg, baking consultant, Lyndeboro, N.H., was canceled because of Mr. Broeg's accident that week.

Harry Brody, Swift & Co., Chicago, spoke on factors influencing the production of high quality pound and fruit cakes. He opened his address with a definition of pound cakes, saying that the pound cake is not solely a cake of a particular type or shape, and contrary to some opinion is not a misnomer, but rather is a cake of an adequate richness and texture made from a particular type of formula that "has virtually disappeared today."

Mr. Brody said the pound cake is "an abused item" in most shops, masquerading as something it no longer is. Butter has all but disappeared from the pound cake, Mr. Brody said. At the conclusion of his address, he answered a question from the floor by saying that in his opinion margarine was not a completely satisfactory substitute for butter in a pound cake, since he felt the flavor was affected adversely by the omission of butter.

Explaining his statement that formula cutting and revision is responsible for the "ruination" of the market for pound cakes, Mr. Brody compared the original pound cake formula with ones in use today.

"The pound cake was most responsible."

"The pound cake was most responsive to the skill and workmanship of the baker," Mr. Brody said in listing the advantages of the cake. He said the original formula called for equal weights of flour, sugar, eggs and butter, while the rich type of modern pound cake is long on water and sugar and short on eggs.

The modern lean formula cuts the fat and eggs very heavily, he pointed out, with 120% sugar compared with 100% and water increased from 15% to about 95%.

The original formula for pound cakes is found in only a few isolated markets, Mr. Brody said, emphasizing that in those markets pound cake is still one of the most popular types of cake in production.

"Appearances will fool the public only once—we are fooling ourselves," Mr. Brody said.

Hints Given

Various hints intended to improve pound cakes were given by the speaker, who said that salt is important since it not only improves the flavor, but bolsters the crust and reduces the likelihood of the crust spotting. Steam can be easily overdone in pound cake production, Mr. Brody stressed, and added that shortening

and eggs should be about equal in quantity to prevent trouble with the crust, since shortening is a tenderizer that may make the cake too short and eggs are a toughener whose effect will be noticed in the finished product if the proportions are wrong.

The speaker pointed out that raisins used in pound cake will settle to the bottom of the cake unless the batter is toughened to hold them in suspension. Calcium chloride or other calcium salts will help the problem, Mr. Brody stated, as will the reduction of fat and the addition of eggs. The raisins may also be dusted with flour, or cream of tartar may be included in the formula, but this practice may often make the cake too acid for palatability.

Fruit Cake Production

The concluding portion of Mr. Brody's paper was devoted to problems in fruit cake production. He showed slides comparing cakes made from equal parts of batter and fruit, with cakes using one part batter and five parts fruit. Variations within these extremes were also shown.

Following Mr. Brody's address, the meeting was turned over to the newly elected officers, and Mr. Copell, the new president, announced committee appointments and new additions to the executive committee.

The meeting was closed with the singing of the Lord's Prayer by William E. Maier, Maier's Bakery, Reading, Pa.

LUNCHEON SPONSORED BY AACC SECTION



CHICAGO—The Midwest section of the American Association of Cereal Chemists sponsored a luncheon for the cereal chemists March 8 during the annual meeting of the American Society of Bakery Engineers. About 75 were in attendance, with Charles O'Malley, American Dry Milk Insti-tute, chairman of the Midwest section, presiding. Plans for the annual convention of the national association were reviewed by several national officers and committee chairmen. This will be held at the Sheraton Hotel, Chicago, May 15-19. Short talks were made by Dr. Frank Hildebrand, General Mills, Inc., Minneapolis, president of the national association, and Dr. John Shellenberger, Kansas State College, Manhattan, Kansas, presi-dent-elect. D. B. Pratt, B. A. Eckhart Milling Co., Chicago, chairman of the local arrangements committee for the convention, and Dr. Robert Sumner, Anheuser-Busch, Inc., St. Louis, program chairman, also dis-cussed the forthcoming gathering. Other officers present were: Frank Schwain, Procter & Gamble, Cincinnati, secretary; Dr. W. Geddes, University of Minnesota, Minneapolis, editor-in-chief, and M. C. Harris, Wallace & Tiernan, secretary of the Midwest section.







AT ASBE ANNUAL MEETING—The illustrations above show speakers during the March 9 morning and afternoon sessions of the 26th annual meeting of the American Society of Bakery Engineers, held at the Edgewater Beach Hotel in Chicago recently. In the illustration at the left, James Henderson, Wagner Baking Corp., Chicago, and Robert L. Lloyd, American Maize Products Co., New York, session chairman, listen while Carl Denton, Farm Crest Bakeries, Detroit, speaks on pie fillings. In the picture second from the left, Arthur

Weyhe, National Biscuit Co., New York, speaks on the handling of raw materials for cake production. In the next picture, Oscar McGee, Nulomoline Co., New York, is shown as he appeared on the afternoon program. Mr. McGee spoke during the morning session. At Mr. McGee's left is Harry Brody, Swift & Co., Chicago, and at the far right is Frank R, Schwaln, Procter & Gamble, "Cincinnati, both of whom appeared on the afternoon program of March 9.

Peak Performance
BACKED BY
Superior Service

PIKES PEAK

BAKERY FLOURS



The COLORADO MILLING & ELEVATOR COMPANY
General Offices: DENVER, COLORADO

BAKERY MERCHANDISING

Extensive Promotion Planned for Donuts

13th Annual Event Scheduled April 15-22 to Feature Publicity Tie-ins

ALTHOUGH the doughnut as a generic bakery goods product can be traced all the way back through history, the doughnut as we know it in the bakery field today, is the youngest member of the bakery family.

In 1920, when the first automatic doughnut machine was invented the total wholesale volume of doughnut sales handled by bakers was less than \$5 million annually. Today, it is estimated at upwards of \$200 million annually; and this volume covers the very broad field of cake and raised doughnuts, including fried cakes, crullers, etc.

crullers, etc.

Thus, in a comparably short span of food history, doughnut sales have jumped from a relatively tiny annual volume to one of foremost importance. This is entirely attributable to the modern aggressive publicity and merchandising support to that which has developed many other food products into tremendous volume sales.

The next nationally important promotion—the 13th annual Donut Week—will take place during the week of April 15-22 and will be spearheaded by sweeping publicity coverage and powerful advertising promotion. The annual October Donut Month Drive will follow up this promotion in the Fall. These promotions are two of the largest annual food promotions in this country.

Promotion Grows

The annual Donut Week promotion has grown bigger and bigger each year. This year, the spearhead of the promotion will be the nationally famous Andrews Sisters and Bob Crosby, through their radio network show "Club 15." They will lend their prestige and active support to a basic doughnut selling theme: "3-Way Enjoyment." Maxene Andrews advocates them for breakfast, Patty for snacks

Take home a package of Taky

Downyflake
donuts

PLAIN*CINNAMON

& SUGARED

"See them made
-ALWAYS FRESH!"

dozen

and LaVerne urges doughnuts for dessert.

The Andrews Sisters will officially open Donut Week on their program on April 14, "dedicating" a special song for the occasion, entitled "Keep Your Eye on the Doughnut and Not Upon the Hole"—a catchy tune that should sweep the nation and keep doughnuts in the public eye for some time.

Support for the Andrews Sisters tie-in sponsored by the Doughnut Corporation of America, takes the form of a complete kit of special merchandising material that enables every baker to put on an aggressive campaign covering wholesale, house-to-house and retail needs. The kit enables every baker to make use of the prestige and popularity of the Andrews Sisters' name—in picture form, in tie-in material, and in newspaper and radio advertising—to sell more of his doughnuts.

In addition, supporting material has been prepared for use in the grocery and restaurant fields. The trade publications and associations of both industries will lend their active support.

Opportunity for Wholesalers

For the wholesale baker, this is an opportunity to cement relations with his grocer and restaurant outlets by showing that he is a live-wire operator and has a big promotion that is the equal of anything that is done by other nationally advertised and publicized food products.

To take full advantage of this selling opportunity, the wholesale baker should follow these courses of action: First, and most important—he should set up live, high-spot displays utilizing the Andrews Sisters' material to catch consumer attention and stimulate impulse buying. Second, he should sample doughnuts in his A and B stops. Third, he should make use of local consumer advertising. And fourth, he should energize his routemen with a sales contest. DCA has a tailor-made routemen's contest for just this puropse.

This combination is sure to arouse consumer interest, add sales volume and build the baker's prestige. For a baker who only spasmodically promotes his doughnuts, it is not unusual for him to show a 200 to 400% in-

For the house-to-house baker, the publicity of Donut Week provides an excellent opportunity to expand doughnut sales. He should take advantage of it to give out samples to present and new stops, and to put out a special variety of doughnut for each day of the week, thus building up sales to present customers and

SAMPLING BAG...

Attractive cellophane sampling bag printed in 2 colors - keeps donuts fresh - Sample each good stop 3 days during campaign - 12 bags each day.

finding new customers at the same time.

For the retail baker, this is an opportunity to put up a dramatic window display featuring the Andrews Sisters' tie-in with the promotion. He could play their records in his store and tie-in the featured theme of "3-Way Enjoyment" with his own selling efforts. He should give out samples in his store. He could make use of direct mail cards to invite customers to come in for special samples and to see the big display of assorted varieties that he pushes during that week.

All possible avenues of public excitement are being used during the Donut Week promotion, to make the public extra doughnut conscious. A movie entitled "Golden Glove Story" is being released during the week. This movie contains a doughnut comedy sequence.

Fashion Tie-ins

Two fashion tie-ins will also be released during this period. The first by V.V.D., which is putting out a "Dunk-Jama"—a tailored husband and wife set, decorated with pictures

of doughnuts and coffee; the second, by a famous blouse designer Ship'N Shore which is bringing out a doughnut pocket blouse which will be promoted through department stores.

Take home a box of

The theme "3-Way Enjoyment" lends itself to the big support given by food editors, newspapers and women's radio commentators. Some 100 radio stations will run a special contest reaching some eight million listeners—and each local station will award valuable prizes to the best and most novel ideas sent in suggesting ways of serving doughnuts built around the "3-Way Enjoyment" theme.

The National Dunking Assn. will lend its annual support to the development of humorous skits with the top comedy radio and television programs in the country.

Every baker has been urged to set up an active campaign to take advantage of and tie-in with this groundwork of advertising and publicity that is being given to dougnuts. Full details and tie-in material may be obtained from the National Donut Week Merchandising Committee, 393 7th Ave., New York 1.

Roses-in-Snow Cake Kit Ready

A lovely, lifelike all-plastic rose rates a spotlight in the 1950 General Mills "Roses-in-Snow" promotion for Mother's Day. The new cake-top device has a pin clasp on the back that transforms it into an attractive lapel nin.

For 14 years the "Roses-in-Snow" promotion has been a consistent and spectacular sales-getter. Through it, thousands of bakers have doubled and tripled their Mother's Day cake sales. Most have found that the new customers it attracts buy other baked goods, too.

The "Roses-in-Snow" merchandis-

The "Roses-in-Snow" merchandising kit includes a colorful cake display that actually holds the cake. Designed to resemble a hand-sewn sampler, the display piece is reminiscent of the days "when Mother was a girl." A poster has a taste-tempting full color photo of "Roses-in-Snow" cake.

The following kit materials are de-

MOTHER'S DAY FALLS ON MAY 14

Mother's Day, a big promotion opportunity for bakers, falls this year on Sunday, May 14. Retail bakers particularly are making plans to feature special cake promotions timed to capitalize on Mother's Day business.



ROSES-IN-SNOW CAKE—There is plenty of sales appeal in this coconut covered beauty. It's the "Roses-in Snow" Cake, featuring the new, all-plastic rose that can be worn as a lapel pin. The new roses come in the Mother's Day promotion kit put out by General Mills, Inc., along with other all-new sales aids.

signed to aid bakers in promoting and merchandising the cake:

20 roses—plastic; can be worn as a lapel pin.

1 cake display—actually holds cake. 2 posters—full-color photo of cake in attractive table setting.

20 doilies—colorful, eye-catching, grease-proof.

Ad proof sheet—shows three newspaper ads available at low mat cost. Merchandising booklet—contains formula plus merchandising and promotion tips.

In addition to this kit, bakers tying in with this special promotion will receive national backing. "Roses-in-Snow" Cake will be advertised over Betty Crocker's Magazine-of-the-Air program from coast to coast. A complete 20-minute program will be devoted to telling millions of Americans that "Roses-in-Snow' Cake is the perfect Mother's Day gift and a baker's specialty."

"Roses-in-Snow" cake is a featherlight white cake covered with creamy coconut frosting. In addition it is a special occasion cake that lends itself readily to quantity production.

BREAD IS THE STAFF OF LIFE-

Plugging the Leaks at the Cash Register

Giving close attention to the products baked is vital, according to Otto Holtzmann, bakery proprietor at Brooklyn, N.Y., if proper success is to be realized. He is completely realistic, believing that all aspects of the business must be considered if leaks are not to crop up anywhere. This necessity is especially applicable in reference to the cash problems. It is Mr. Holtzmann's credo that profits can speedily vanish right at the cash register, and he considers that the problems thereabout are of uppermost import.

"There was a time," said he, "when we did not delegate definite responsibility for the money coming in. The salesgirl who made the sale rang up the amount, and particularly during busy periods this policy made for dissipated effort, as well as dissipated responsibility for the cash.

"Occasionally a mistake would be made at the cash register, especially when a girl in a hurry made change. A few losses sustained at this end soon induced me to assign a bright young lady at the cash register, she giving her entire attention to the important work there. This young lady at the cash register is unusually alert; she can make change speedily and satisfactorily—satisfactorily to the customer and satisfactorily to us, since she is remarkably accurate at her work."

This foresighted baker recounted that his young cashier never places bills, especially of large denominations, in the cash register, at the time of payment until after the customer has received her change and is ready to leave.

"Another thing," Mr. Holtzmann interjected, "since the young lady at the cash register is not concerned with the actual selling of our products, she can confine her undisturbed attention to the money taken in, which is very important, since, which is very important, since, wherever there is a large turnover of cash, a great number of bills must be handled, and we must weed out possible spurious ones. This the young lady takes care of admirably, for she has yet to take in a bad bill, although she has refused several questionable ones, one of a very large denomination. Because of her acute observa-tion and peculiar ability, she can help expedite transactions all around, the girls taking care of the trade to serve each custothus being free mer more carefully, describing our merchandise more interestingly and more painstakingly. Besides they sell more!

Each salesgirl has a duplicated pad of tickets, the pads being of different color for each girl. At the end of a sale the total amount is notated in duplicate, a ticket torn off, given to the customer who then pays at the cash register. Duplicate sales tickets, as are those given to customers, are enumerated. The duplicates are retained by the salesgirls and at the close of day Mr. Holtzmann can efficiently check the sales amounts of each salesgirl, and compare accurately with the actual cash taken in. There are no leaks, and profits are as they should be.

Bread Wrapper Features Pictures

The Banner Baking Co., Bloomington-Normal, Ill., of which C. L. Keith and his two sons, Charles F. and Cliff, Jr., are proprietors, has found a unique package advertising to be one of the best bread promotional methods of which they have knowledge.

The Keiths had opened the Banner Baking Co. in March, 1948, and had made considerable progress in securing business, but they were not satisfied and wanted to increase it further on a permanent basis.

From long experience in the baking business, the elder Keith knew that the more attractive the wrapper, the better the sales. He was a thorough believer in package advertising, and, while the bakery had an attractive package, he believed that it could be improved from a sales angle.

What he wanted was the best wrapper he could secure that would retain the flavor of "Banner Bread" and at the same time be distinctive enough to attract customers, not only from the grocer's shelves, but also at the point of greatest interest, the buyer's pantry.

Proud of the extremely sanitary condition of the plant and the uniformly high quality of the bread, he also wanted something that would carry this story direct to the customer.

Pictures of Plant

The firm had some pictures taken of the plant for use in newspaper advertising and the ads had asked residents to visit the bakery and see the conditions under which the bread is made. Quite a number had responded to the invitation but the Keiths knew that the majority of housewives did not have time to visit the plant.

did not have time to visit the plant.

Therefore, they decided to carry the story directly into the home on every loaf of bread by means of the wrapper, utilizing the same pictures used in the newspaper advertising.

The selected wrapper has a white background and the designs and printing are in two colors, red and blue. A series of four plant pictures, used alternately with the picture



PICTURE WRAPPER—Each loaf of "Banner Bread" carries a picture of one of the operations in the bakery where it is produced. The wrapper shown above features a picture of the slicing and wrapping operations.

itself in blue and the border in red, is printed directly on the wrapper. Under each picture appears an appropriate caption.

The first picture shows the exterior of the clean-looking brick plant and the equally clean, attractive trucks in which the bread is delivered to the retail outlets. The caption describes these as follows: "Clean—light—airy is our baking plant with modern delivery trucks to rush fresh Banner Bread to your grocer each morning."

The second picture in the series is that of the mixer and here again the extreme sanitation of the plant is stressed in the caption: "Immaculate cleanliness—practical knowledge produces this smooth, creamy dough for Banner Bread."

Third, is the picture of the big oven and the message to customers in caption form is: "The acme of perfection in bake ovens is your assurance of a well baked loaf of Banner Bread with its honey golden crust."

The last picture shows the slicing and wrapping operations with the caption: "Slicing and wrapping Banner Bread is important for your convenience and protection. We invite you to come in and see this machine in operation."

The newspaper ads tie in with the unique wrapper advertising. In addition to the four pictures that appear on the wrapper, the ads also show a wrapped loaf of "Banner Bread" on which one of the plant pictures is prominent, and under the loaf the caption: "You see how the bread is made right on the wrapper."

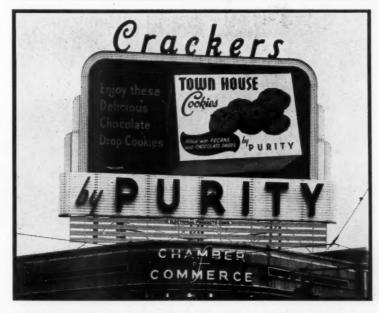
The picture wrappers have been very instrumental in increasing sales of "Banner Bread." The constant repetition of each loaf at the point of greatest interest cannot help but instil in the customer's mind the necessity of asking for "Banner Bread."

BREAD IS THE STAFF OF LIFE

Fresh Ingredients Featured in Bakery's Slogan

Bonnie Lou Pastry Shop, Greenville, Mich., is using a slogan: "Nothing But Fresh Ingredients Used in All Baked Goods."

One recent contest run was that of putting a fresh cake in the window, and having guesses written down on the number of fresh country eggs and the amount of fresh milk used in the baking. Prizes of \$10, \$5 and \$2.50 were awarded to the winners, all in merchandise. During the contest, cakes and cookies moved fast, being offered at 20% off regular prices. Special birthday cakes were offered that week at \$1.



SPECTACULAR—The Purity Biscuit Co., long-established institution of Salt Lake City, is stimulating trade considerably by featuring one of the most spectacular and largest signs in the Intermountain country. The sign announces in giant letters: "Crackers by Purity, Enjoy These Delicious Chocolate Drop Cookies. Town House Cookies, Filled with Pecans and Chocolate Drops." The sign has hundreds of feet of white fluorescent tubing in the border and at the bottom hundreds of feet of red tubing, and more than 1,000 incandescent globes,

Four Sanitation Courses to Be Sponsored by AIB During 1950

CHICAGO—The schedule of four bakery sanitation courses to be sponsored by the sanitation department of the American Institute of Baking during 1950 has been announced. The courses are scheduled for the Sheraton Hotel, Chicago, May 21-24; the Jung Hotel, New Orleans, June 4-7; Hotel Melbourne, St. Louis, Sept. 10-13, and the Whitcomb Hotel, San Francisco, Oct. 1-4.

The courses are under the direction of Dr. Edward L. Holmes, director of the sanitation department of the AIB.

The courses have been designed to give bakers a clear understanding of the various problems of bakery sanitation, and to present to them a program, adequate and inexpensive, that can be applied in bakery plants to maintain a high level of sanitation.

Previous courses given during the past few years in all parts of the country have brought a response from members of the baking industry, stating that as a result of attendance at them they have been able to operate their plants under better sanitary conditions.

Programs for the courses will cover governmental requirements in bakery sanitation; analysis of the Federal Food, Drug and Cosmetics Act as it applies to bakery sanitation; effective rodent control, including rodent proofing, trapping and baiting; insect control; maintenance for sanitation, including structural

and equipment harborages; proper storage of ingredient materials and unused equipment; use of insecticidal substances; fumigation; mold problems as they relate to sanitation; dry and wet cleaning methods; bakery hygiene; sanitation procedures and safety. There also will be consideration of the prevention of possible food poisoning outbreaks from the consumption of bakery products, and lectures covering the value of high standards of bakery sanitation, both to prevent legal action resulting from insanitary conditions and to establish good public relations.

Scale models, illustrated charts, and descriptive slides will be used in the courses to instruct bakers in the principles of sanitation as applied to individual plants.

Principal lecturers at the courses will be Dr. Holmes, Lloyd Salathe, supervisor of the AIB inspection program, and Louis King, AIB sanitarian. William Walmsley, principal of the AIB school of baking, will conclude each day's series of lectures with a critical analysis of the day's program as it appeals to a baker.

"Much of the information upon which the course is based is derived from the inspection service, which the department is now maintaining, which covers some 400 bakeries throughout the entire country," Dr. Holmes said. "These courses, although perfectly intelligible to a newcomer to the subject, will be desired more or less as refresher or advance courses for people who know something about sanitation. It cannot be stressed too much that not only should the men in charge of the details of sanitation in the plant attend such courses to get proper viewpoints, but also those responsible for the setting up of budgets and programs which will enable such procedures to be carried out. In other words the courses should have definite appeal to management as well as the sanitation supervisory personnel."

Registrations in all courses are now being accepted. Complete information can be secured from the department of sanitation of the American Institute of Baking, Chicago.

BREAD IS THE STAFF OF LIFE-

BUYS CANADIAN FIRM

NEW YORK — George E. Dyke, president of the Robert Gair company, Inc., New York, manufacturers of paperboard, folding cartons and corrugated containers, has announced that the firm's Canadian subsidiary, Gair Company Canada, Ltd., Toronto, Ont., has purchased the capital stock and also the buildings and real estate previously under lease, of Premier Paper Box, Ltd., Montreal, Canada.

THE NEW CENTURY CO.

339 So. Union Ave. Chicago 9, Ill.
Always in Market for Flour and Feed
Producers of
DRIED BREWERS' GRAINS

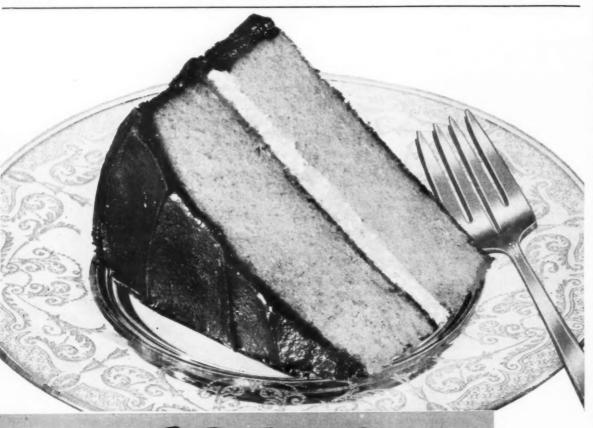
The Wamego Milling Co.

WAMEGO, KANSAS
Millers of Kansas Hard Wheat Flour
HIGH CLASS BROKERAGE
CONNECTIONS DESIRED

Evans Milling Co.

Manufacture Kiln-Dried

Capacity, 16,000 Bushels



ATREAT for any one

That Quality Look that sells itself on sight is easy to produce, with daily uniformity, when you bake your cakes with TRU-FLO.

Their finer texture, tender crumb, delicious flavor and good volume are the results of TRU-FLO's exclusive emulsifying action in the batter. Icings made with TRU-FLO stay soft and firm without stickiness.





HACHMEISTER-INC.

PITTSBURGH, PA.

nd lal

ry

the call for MULTIWALL is the call for FULTON

Fulton is now a recognized factor in the manufacture of quality Multiwall Paper Bags, Orders received from the largest users in many industries have been executed to the complete satisfaction of the buyers.

We are very proud of the confidence shown in our company by those who have favored us with orders for bags. We will spare no effort to continue producing the kind of bags that will keep these names on our books for many years to come.

Our new modern plant in New Orleans is equipped to produce all types of Multiwall Paper Bags. Give us a call on your next order.

Fulton BAG & COTTON MILLS

Atlanta • St. Louis • Dallas • Kansas City, Kans.

Denver • Minneapolis • New Orleans
Los Angeles • New York City

FULTON MAKES YOUR STYLE MULTIWALL PAPER BAG:

SEWN VALVE WITH TUCK-IN SLEEVE . . . SEWN VALVE . . . SEWN VALVE WITH L.C. SLEEVE . . . PASTED VALVE . . . PASTED OPEN-MOUTH . . . SEWN OPEN-MOUTH



DURABLE LETTERS-A new Associated Food Stores, Inc., market at Rego Park, L.I., N.Y., identifies itself with lucite and plexiglass acrylic plastic letters for outdoor use. The lightweight letters, produced by Durable Formed Products, Inc., New York, come in varying sizes. They conduct light and can be made transparent or translucent, the company

Unique Ad Copy Increases Sales Volume

For more than five years a certain space in the Adams section of the North Adams (Mass.) Transcript has been awaited by more than half the circulation with a consistency which would delight most advertisers or columnists alike. To advertisers, the return would justify five times the space; to columnists, the popularity and continual live comment mark the feature that is clicking. For Fred Boisvert who, besides running his own store, writes the ads for his brother's, Boisvert's One Stop Food Shop, has developed that advertising which many associations consider the most effective. It has perhaps only two general requirements:

1. It must be actually read, not skimmed nor scanned.

2. It must be so presented that readers subconsciously forget that it is advertising.

Because the bakery is a prominent section of the One Stop Food Shop, practically any problem of the store is largely that of the bakery.

For many years Mr. Boisvert and his brother did practically no newspaper advertising because they be-lieved that if they stressed first quality goods in their two stores, this in itself was sufficient. So it was for a long time but as price competition grew more intense, Fred said to his brother:

"We've got to do something about this. We do all right now, but how long can we hold it?'

What can we do?" his brother wondered, "we can't very well meet

them at their own game?"
"Right," Fred Boisvert agreed, "but perhaps we can put our own across more effectively, particularly in your section of the town. There isn't another store on my street, but there are quite a few on yours.'

So he began the weekly series of ads, modest in size, which has bene-

fited both stores ever since and given him the standing of a local columnist, besides bringing an honorable mention to the newspaper along with considerable informal praise. Writing in a sometimes poetical, sometimes humorous, sometimes French-Canadian dialet vein, he used a small space every Monday to tell people what the One Stop Food Shop had to sell (during the war, sometimes what was not available) in as informal, interesting a way as he could. He had two strong starting advantages:

(1) He likes to write and likes people as well as he likes the food busi-

(2) Although there were many dozen advertisers, not one in the food field was putting anything more than bare words, prices and perhaps an occasional symbol in his ad copy, no matter how large or small.

Here is an excerpt from one of his French-Canadian specimens:

"Hi. Unk!"

"allo, George, make long time I no come down.

"No, I h'aint got no eggs to sell this time. Peoples buy and eat so much chicken this winter.

"Well, fix up my order, I want to buy. Put in some that home made bakeshop stuff."

This one was used after the armed service had depleted the Boisvert service:

"GONE—Seven from Eleven!

Semi Self Service . . . Pile your stuff on the counter and we'll take your money.

We deliver orders of \$3.00 or more if 'Mike' does not stay after school.' We'll Be Seeing You.

THE HEAD CLERK

By characterizing the various employees of the One Stop Food Shop similar to the way many fiction writers distinctively "tag" their characters, Mr. Boisvert has fixed them in the minds of his readers. The Boss's Uncle, incidentally, is purely imaginary, but the others, "Mike," "The "The Head Clerk," etc., are Baker.

On some occasions he pegs his copy

outstanding local, national or worldwide occasions. For instance:

"GAZING BEHIND THE EIGHT BALL

While Hitler was gazing from behind the eight-ball,

Patton gave him a kick in the Ruhr.'

The town highway department installed a traffic island on a certain street, so it, too, came in for some

". . . Confidentially, most Every-body is talking about that Traffic Island on Columbia Street. But-

They do not praise the Hazard Island.

Like they do our pie-land."

Not long after the local basketball team won the county title, it helped form part of the next copy:

"GEE WHIZ! A QUIZZ!

Q. Where can I buy for a complete meal? A. Boisvert's.

Q. Are Adams' basketball players good? A. The Best.

Q. Where can I have a birthday cake made to order? A. Boisvert's. Q. Who can tell you how to cook?

A. Our meat cutter. Q. How long has Boisvert's been in business? A. Thirty years.
Q. Does Boisvert's offer quality

brand foods? A. All kinds.

Q. Is Boisvert's expensive? A. Not if you want first quality.

In almost the very first week following the inception of the modest. but thorough covering ad, the volume of the One Stop Food Shop jumped about \$500. It might have been an accident, but it was not. Its business has held to the higher level practically every week in all the years since.

Boisvert's fan mail consists largely of comments and questions, mainly favorable, which run into the hundreds yearly. In fact, a laundry nearby arranged for his services on its own ads; so now there are two weekly "features" instead of one, as the laundry's copy goes in Tuesday's edition. Moreover, an honorable mention has also been awarded to the newspaper for one of these ads, as

The following example, although not in the bakery field, shows very well how effective Mr. Boisvert's medium is in launching a new product: The One Stop Food Shop wanted to add frozen foods. The manufacturers in question hesitated to stock the



TWOFOLD LOAF—This twofold loaf of bread makes an effective and tempting looking package. Recommended by the Sylvania division of the American Viscose Corp. as a packaging suggestion for the bakery trade, it offers many sales possibilities. The twin loaves are individually sealed, one in a printed opaque wrap, the other in cellophane and the entire loaf is overwrapped in cellophane. Aside from the fact that this type of bread package keeps one loaf fresh while the other is being consumed, it also offers the opportunity of promoting two different kinds of bread in a single package, a trend that is gaining acceptance.

Boisvert's store, because thy already had a satisfactory dealer in the town, they believed. But they gave Boisvert's a try. With the aid of this unique ad, the One Stop Food Shop almost immediately doubled the other fellow's volume—in their own store. Now the manufacturers request specimens of the copy to distribute to their other dealers.

BREAD IS THE STAFF OF LIFE-

AIB Releases Pamphlet on "Bread and Meat"

An attractive eight-page leaflet, entitled "Bread and Meat," is available to bakers through the Bakers of America Program, according to Wal-

ter H. Hopkins, director.
Prepared by the American Institute of Baking, the leaflet, printed in sepia ink, contains nine tested recipes for tempting bread and meat dishes all developed to give variety to menus, as well as to provide nutritional food values.

"Bread and Meat" points out that bread is meat's best friend and offers recipes for meat loaf, lamb or veal rosettes, bread and meat stuffed baked frankfurters, hash, barbecued hamburger stacks, stuffed hamburger roll, poached egg on ham toast. celery yeal ring and ham cutlet.

The leaflet also contains a bread stuffing recipe for either meat, poul-try or fish, as well as recipes for mustard, barbecue and tomato horseradish sauce. It also contains a gravy recipe.

Bakers may obtain the booklets by ordering from the American Institute of Baking, 1135 Fullerton Ave., Chicago 14, Ill. Cost of the leaflets is as follows: 1,000 \$12, 5,000 \$40, 10,000 \$75, 25,000 \$160 and 50,000 \$285.

Make Future Sales with a Good Last Sentence

While the customer in the retail bakery has her purchases wrapped and receives her change, there are a few minutes that sales clerks should be taught to use for additional selling. No, not to increase the present which has already been completed, unless either the customer or the clerk has a spontaneous lastminute idea; but rather salesmanship intended to assure future orders.

Few though those seconds may be they form the ideal opportunity for adding an interesting fact about the purchase, reminding the customer about tomorrow's special, outlining a service the bakery would be pleased to render her (such as help on party needs), or giving more general statements intended only to create good

The timing of these last sentences is perfect; if the idea has been chosen carefully, expressing it then will do more toward future volume than a routine "thank you" alone. Only oc-casionally does the last appeal result in an immediate addition to the sale, and it will be rather ineffective if confined to attempts to increase the order which the customer now considers as completed. But when the last sentence or two looks forward to new business later, it can be profitably employed as a regular sales help.

The bakery manager who wants to put selling-power into the last sentences, can give the sales clerk a fresh idea each day, and of course the best ones may be repeated at in-

tervals of a few weeks. The actual wording may be left to the individual clerks, for informality and sincerity both weigh as heavily in the final result as the worth of the idea itself.

Out of the limitless ideas, variations and wordings, the following are expected only to illustrate the type of last sentences the bakery manager will find useful. These examples do not begin to exhaust the possibilities: (1) "This is the kind of cookies so

many of our customers are using for after-school lunches."

(2) "Did you know this item is now a weekly special with us? hope it will be a weekly feature with your family, too."

(3) "Do not hesitate to telephone us for information."

(4) "We have added one or two products I don't believe you have tried yet. Perhaps you will want to fit them into your menu some time

(5) "Next week is our anniversary here at the shop. We cannot offer special prices or put on the same sort of sale that other merchants do, but we will have some very appetizing items we don't think you will want to miss.

(6) "We are becoming specialists in improving the lunch box through a wider variety of baked goods. If that is one of your problems, we would be glad to help you with it, any time you have a few minutes to spare." to spare.

That is a start-but no more than a start-toward turning the last sentences of a sale into future volume. And if you think the brief moment is not enough to do much real selling, just recall what the radio announcer gets across to his audience in the fleeting seconds devoted to the selling part of a program.

Resale of Wooden Shortening Tubs Brings Extra Income

Emptied wooden shortening tubs offered for sale to customers of retail bakers afford an additional small ircome, as well as make new friends and customers for the shop. The tubs make smart, decorative and practical containers for toys, firewood, mending and sewing, waste paper, or magazines. Other clever uses for the tubs include dressing table stools, foot stools, flower pots, etc.

The tubs when the baker is finished with them are unsightly and would do little towards improving his shop's interior display; however, this can be remedied by simply dis-playing a small sign saying, "Butter Tubs for Sale." Similar tubs are on

sale in hobby shops for \$2 each.
It customers inquire about preparation of the tubs for painting, tell them a good soaking in suds for several hours prepares the tubs for a coat of paint. It is also a good idea to staple the wires encircling the tubs; this, in addition to two coats of paint, will hold the staves together.



Before and After Decoration

SUCCESSFUL SELLING

A Column of Comment

BY WAYNE G. MARTIN, Jr.

Price Investigations

HEN price investigators go on the warpath, as they did recently in New York City in connection with bread, they usually leave no stone unturned to prove whatever points they may have in mind. The New York investigation is no exception, and chain stores have been brought into the middle of the inquiry. Actually, of course, chain stores are not large distributors of bread other than their own brands. It is true that they carry other breads, but so far as possible they push the sale of their own brands, and the quantity of outside breads which they carry is comparatively small. It is absurd to think they would be a party to any price fixing for other brands of bread, even if such a system existed. Most of the chain

store organizations have their own bakeries, they are pushing the sale of the products of these plants as aggressively as possible, and are not much concerned with what the independent bakers do. But the price investigators will continue their prob-

It Can't Be!

The other day we were quite startled to read the following comment in the bulletin of the Wisconsin Bakers Assn., Inc.: "Once in a while everything within the industry and the association is running so serenely that no one is complaining . everyone is completely satisified with business conditions and with government and has such great respect for his competitors, both within and without the industry, that we just don't have anything with which to fill space in the Messenger and have to resort to material that is more or less irrelevant."

At first thought we wondered if such an ideal condition actually exists in Wisconsin, but on reading further we found that this introduction was merely an excuse to de-scribe some of the fantastic financial conditions which exist within our government's financial position. The figures quoted were amazing, but we have no reason to question them.

Seriously, however, bakers should

realize that government expenditures and indebtedness have a direct bearing on the sale of their products. The more money taken away from con-sumers in the form of taxes, the less will have left with which to buy bakery goods, and the more taxes bakers have to pay, the more will they have to charge for their products. Taxes do have a direct bearing

Cake Designs Sell

There is no time in the year in which attractive cake designs do not help increase the sale of sweet goods. It is true that specialized cakes are usually connected with such particular events as birthdays, anniversaries, weddings and other similar occasions. Nevertheless the progressive cake baker can find many other reasons for merchandising cakes as special-

There is no need to go into detail about the many special events which fit well into cake sales. In addition to the national holidays, many communities have special days of their own, for which specific cake sales appeals may be made. Every season of the year lends itself to special types of cakes, which should be featured at the proper time.

However, none of these cakes can

be sold without special effort. In other words, they will not sell themselves, no matter how attractive they may be. All of these specialties pre-sent an excellent sales opportunity for bakers who are awake That is the type of activity on which bakers may make extra profits.

Inattention Hurts Bakers

Almost every day we see some appeal directed to bakers by national, sectional or local trade associations, urging them to take action about legislative or other matters in their own behalf. For the most part these appeals are accompanied by factual presentations, which fully justify the action requested on the part of bak-

In many instances, bakers have re-sponded excellently, and the results of the appeals have been satisfactory. At other times, however, only a few bakers have interested themselves in the matters under consideration, which has simply placed a further responsibility on the leaders of the industry to carry on by themselves.

Many outside influences affect a baker's business. He should not think that his responsibility ends at his own front door. Inattention and in-difference are costly factors in the baking industry, and they should be overcome as quickly as possible for the sake of individual bakers as well as the industry as a whole.

Production and Merchandising

As usual, the American Society of Bakery Engineers held a most successful convention and business conference in Chicago early in March. Scarcely a subject of interest to production men was left undiscussed, and many went far beyond the fields of actual bakery production. This has been the case with those conferences for years, which largely accounts for the large attendance at them.

All of which further emphasizes the fact that there has not been a confrence of any kind whatever held in many years by those responsible for the sale of bakery products. No matter how well a loaf of bread, a cake or a pie may be made, it is useless to the baker until it is sold. During the last war and the years immediately following it, merchandising was not required to sell bakery goods, but that is not true now.

Competition in the baking industry is as keen as it has ever been. Merchandising ability is as important as production skill to move bakery goods from the ovens to consumers' tables. We are at a complete loss to know why the selling executives of the baking industry don't do something to improve their operations through mutual cooperation and exchange

If any bakery sales manager thinks he has a corner on any particular (Continued on page 54)

Methods That Sell to Women

Plan Spring Promotions Around Homemaker's Needs

By Dorothy Glenn

OMEN dominate the buying power of every community, both large and small. You know only too well that your volume and profit depends upon appealing to and pleasing women.

This is the season of the year when women are most conscious of weight. Every spring brings a grand rush to the "reducing diet." How can you influence homemakers under such conditions? It can be done, you know.

First, consider the importance of your breads and rolls, even on the strictest diet. Every well-balanced reducing schedule includes these important foods. Emphasize that to your shoppers. Tell them of the need for your breads and rolls.

Second, Mrs. Homemaker may be reducing, but what of her hungry family? Surely she will want them to be happy, even though she cannot indulge in your richest desserts. Appeal to her "love of family," appeal to the needs of children for quick-energy foods, of Dad who is working in the garden and yard. She will do most anything to keep her family

(Continued on page 55)



Why Group-State Meetings?

E now stand at the threshold of the second half of what has so far been the most eventful and rapidly moving century in human history.

The opening of the century saw city dwellers largely in the "gaslight" era and farmers in the "coal oil" age. The automobile was still a curiosity, and few believed it would ever come into common use. To many, the airplane was virtually un-

By Fred H. Laufenburg Wisconsin Bakers Assn.

known; radio, television and atomic energy totally so.

Changes in the world of foods were rapid and revolutionary. Ready-packaged goods were in the same category as the automobile. Factory-canned goods were considered "newfangled nonsense," and no self-re-

specting housewife purchased "store bread" unless some emergency arose —and then only through the back door for fear the neighbors would learn about it.

In general, progress in all phases of our economic structure during the last 50 years has equalled, if not exceeded, that of any previous century, and we are compelled to wonder what lies ahead. Our genius in production and distribution of things people need and want has amazed the world. Will we continue to move forward at the same rate during the next 50 years?

No one can make positive predictions, but all of us can and should reason and plan intelligintly and in such reasoning and planning, all trade associations can and will play a very important part. Those charged with the responsibility of managing the affairs of a trade association must be constantly on the alert, and their thinking must be flexible in order to meet continuous and rapid change.

In 1900, the Bureau of Census reported 76 million persons in these U.S. Today, our population is 150 million. Only a decade ago our an-

EDITOR'S NOTE: The case for group-state bakers conventions is outlined in the accompanying article by Fred H. Laufenburg, executive secretary of the Wisconsin Bakers Assn. The Wisconsin group is joining with the Illinois and Indiana bakers' associations this year in a three-state convention in Chicago in May. Mr. Laufenburg calls this plan a "step toward greater solidarity."

nual national income was \$70 billion. Today, it is well over \$200 billion.

Our system of producing goods and doing business has become infinitely complex. No man can hope to understand all of the intricate relationships among the thousands of activities which make up the American business system. New products, new processes, new materials, new methods of selling and distribution and accounting are being developed every day.

Simplification Necessary

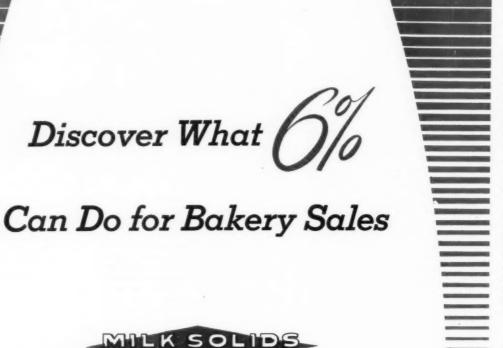
The amazing growth of our economy, both in size and complexity, has made necessary some technique of simplification. The individual businessman needs an organization through which he can talk with other business men in his field and from which he can receive information that will keep him informed of business trends and new developments. That's why we have trade associations.

In 1900, comparatively few associations were in existence. During the first two decades of the century the association movement grew steadily. It was the first World War, however, that gave the movement the greatest impetus. In 1916, President Wilson invited Bernard Baruch to come to Washington as chairman of the War Industries Board, and it was that able and learned Mr. Baruch who found it virtually impossible to mobilize a country for war when businessmen, as individuals, were all working out their own relations with government. He requested business to organize itself into logical industrial and trade groupings so that government could work effectively through these groups. By 1919, over 1,000 national and regional trade associations had been formed to serve the two million business firms operating in the country at that time.

Between World War I and World

Between World War I and World War II, this nation experienced its greatest industrial growth, and trade associations kept pace with that growth. By 1941, when Pearl Harbor was attacked, there were 2,000 trade associations of national and regional scope and 10,000 with state and local

World War II required industrial mobilization on a scale far surpassing that of World War I, and trade



Many bakers are quietly building profitable sales volume with a loaf that contains 6% or more nonfat dry milk solids. Consumer preference surveys by impartial investigators show that bread made with generous amounts of nonfat milk solids is outstanding . . . and rolls . . . and sweet goods.

Why? The answer is simple — for two important reasons. Such loaves look more appetizing—with improved texture and more appealing crust color. And the richer aroma, extra freshness and more satisfying flavor are matched by increased nutrition.

Nonfat dry milk solids provides the easy, economical way to add nonfat milk's nutrition to your bread. 6% in bread doughs provides the equivalent quantity of the nonfat solids found in bread made with fluid milk.

Increase your profits by cashing in on these extra values!

AMERICAN DRY MILK INSTITUTE, Inc.

221 N. LaSALLE ST., CHICAGO

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ld ts de at or de al al PRECISION...

a story of flour research

Some years ago we sought a word to describe our methods and products—a word that would tell you what pains we take to make our flours excel.

"Precision" is the word we chose, and of course, it implies research. Today, as then, Moore-Lowry maintains one of the most complete research laboratories in the industry. Here cereal scientists select, blend, test and analyze wheat before it is bought. Strains outstanding for baking quality and flavor then serve as the model.

To you, Moore-Lowry "precision" means uniformly-fine flours that have the right properties and the *same* properties whenever you bake with them. Our packages of "precision" are named Topper, Flaming Arrow, and Big Boy.

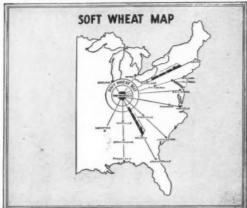
THE MOORE-LOWRY FLOUR MILLS COMPANY

Offices at Kansas City 6, Mo.

Daily Capacity 4200 cwt.

Mills at Coffeyville, Kans.

STRATEGIC LOCATION



ACME-EVANS COMPANY

INDIANAPOLIS, IND.

Over a Century of Milling Progress
• Since 1821 •

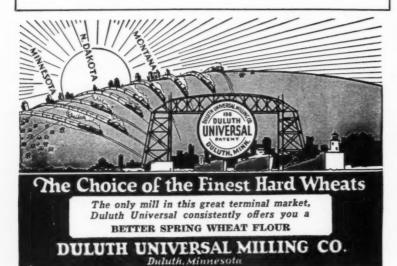
La Grange Flours . . .

whether plain or enriched, remain the same high standard, dependable flours that have characterized the products of La Grange Mills over the half century and more of their operation.

This quality pattern is not an accident but the result of painstaking care in wheat selection and careful milling.

You can depend on LA GRANGE FLOURS

LA GRANGE MILLS RED WING, MINNESOTA



104 YEARS OF MILLING EXPERIENCE PLUS MODERN LABORATORY CONTROL ASSURES THE BAKER EXCELLENT RESULTS WITH:



HUMMER—Spring Hi-Gluten
LIBERTY—Short Spring Patent
BEST PATENT—Standard Spring Patent
LOTUS—Strong Spring Patent
STRONG BAKERS—First Spring Clear
CAKE and PASTRY FLOURS
RYE—White - Medium - Dark

GEORGE URBAN MILLING CO. BUFFALO



Fred H. Laufenburg

JOINT CONVENTIONS—Fred H. Laufenburg, executive secretary of the Wisconsin Bakers Assn., outlines in the accompanying article the reasons for the coming three-state joint bakers convention in which his group is cooperating with the Illinois and Indiana bakers' association.

associations helped government to enlist the cooperation of businessmen and kept them clearly informed on the many phases of wartime activities. No one knows better than a trade association secretary what might have been the fate of many bakery operators during those periods of sugar rationing. OPA, ODT, WFO-1 and scores of other new and complicated regulations had it not been for the untiring efforts of national, state and local associations.

One could go on and on citing contributions made by trade associations, whether in peace or wartime periods. At various times since 1947 bakers have been faced with an almost complete reversal. From shortages they have gone to surpluses—from rising prices to falling values—from high-profit operations to the "break even" point or worse.

These developments present trade associations with additional problems. Obviously, a continued need is for an expansion of markets and the further development of existing ones. In this, trade associations can and will help by stepping up promotional activities. The Bakers of America Program is a good example, and I doubt very much if the necessary funds for that program would have been obtained this year had it not been for trade associations working together from a national, state and local level; and if the program is to endure, we shall have to continue to work together.

"Step Toward Greater Solidarity"

That is one of the several reasons why the Illinois, Indiana and Wisconsin bakers' associations are holding this year's convention jointly. We believe it is a step toward greater solidarity.

Another reason is that the trend of increased intercession by government in business continues. Laws, administrative regulations, court decisions, and investigations of vital importance—in many cases substantially altering previous concepts of good business practice—continue to stream forth. Here, again, trade associations must be alert. They must distribute significant information, ob-

(Continued on page 38)

Mennel

Quality, Uniformity, Laboratory Control

> HOSTESS SUPERCAKE

> > Special Cake Flours

The Mennel Milling Co.

TOLEDO, OHIO - U.S.A.

Mennel

The Standard Others Strive to Reach

WHITE SWAN

FLOUR

SPRINGFIELD MILLING CORPORATION MINNEAPOLIS • MINNESOTA

DOBRY'S BEST

BEST OF THE WEST

DOBRY FLOUR MILLS, Inc.

YUKON, OKLAHOMA

Super Chief High Protein Flour GREEN'S MILLING CO. Morris, Minn.

Fort Morgan Mills Family and Bakery Flour

Milled only from the very choicest Colorado highland wheats FORT MORGAN -:- COLORADO

New Mill Completed 1936

"SLOGAN"

A Modernized Flour for the Baker

CANADIAN MILL & ELEVATOR CO.



For Quality, Economy and Reliability, Use
BROWN'S HUNGARIAN
America's Premier Cake Flour
BROWN'S HUNGARIAN CORPORATION
25 Broad Street
New York City



In milling RODNEY flours we have no divided interests. We are milling exclusively for the baker . . . first, last and always. That specialization enables us to streamline our operations for great efficiency at every point . . . in selecting premium wheats of known top baking values, in milling them and in laboratory supervision. But above all it enables us to set the highest quality standards and never deviate therefrom. That's why more and more bakers are choosing RODNEY flours.



Helping to Boost Bakers Sales!



Mills at Kansas City, McPherson, Lindsborg and Russell, Kansas of the RODNEY MILLING COMPANY KANSAS CITY, U. S. A.

CHICAGO OFFICE:
KELLY FLOUR COMPANY
919 North Michigan Avenue
Telephone: Superior 1053

BOSTON OFFICE:
SEABOARD ALLIED MILLING CORP,
1209 Statler Building
Telephone: Hubbard 8340



that give

peace of mind in your shop.

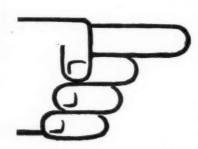
TEA TABLE OVENSPRING BIG VALUE

THE WEBER FLOUR MILLS CO.

SALINA, KANSAS

— RUGGED AND DEPENDABLE

Rugged in its ability to withstand the unexpected variations in shop procedures and timing, dependable in its daily uniformity of mixing, fermentation and baking response . . . that is KANSAS PYRAMID . . . a real quality medium patent, milled from the finest of hard winter wheats. KANSAS PYRAMID has the stuff to produce the finest loaf in any market.







THE WILLIS NORTON COMPANY Wichita, Kansas

Quality Millers Since 1879



FLOUR

Page Mill Location is the best "quality insurance" a baker can have. Nature's crop variations can be offset by drawing choice wheats from any one of four major producing states.

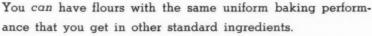


THE THOMAS PAGE MILLING COMPANY, INC.

PAGE US FOR FINE FLOUR

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Kansas Flour Mills supply you with that kind of dependable uniformity through modern scientific control of every step in milling, from the selection of wheats to the finished flour. You get the day-to-day uniformity you require, in fermentation tolerance, shop make-up performance and bakability. Doughs go through the plant like clock-work, maintaining your plant schedules so essential to modern quality bakery production.

Kansas Flour Mills offers you a wide range of fine bakers flours from which to select those that best meet your particular baking needs.

KANSAS FLOUR MILLS COMPANY

DIVISION OF FLOUR MILLS OF AMERICA. INC

Group-State Conventions

(Continued from page 34)

tain the best possible interpretations as to the implication of these shifts, and, where it is necessary for the industry to defend itself against unduly harsh procedures, must assist in the preparation for defense. Here again we believe we can be more effective by working together.

A trade association's principal function is to study the problems of its industry and provide, through cooperation, the solution of those problems. As the course of business changes, new activities must be undertaken to meet new situations. Thus, product promotion, public relations, education, research, industry relations, government relations, statistics and standards—to mention only a few—must be carried on among associations. That such activities can best be carried on cooperatively will be more and more apparent in the future. That is another reason for pooling our activities and for holding this year's convention jointly.

Last—but by no means least—we must concern ourselves with keeping the industry's economy strong and prosperous, so we can meet the grow-

ing needs of our members and adjust ourselves to changes as they take place. We all know that many changes were necessary during the first half of this century. Such transitions have not always been too easy; but I do believe that associations, through their cooperative efforts, have been able to make them less difficult. Above all, cooperation is needed between business and government and between labor and capital. Trade associations provide one of the best means of encouraging close consultation and joint action between those groups.

I feel that the results that have been achieved thus far through such

cooperation are only the beginning I am not recommending that amy state association surrender its identity or lose sight of the fact that individual members have individual problems. I do feel, however, that if we continue to work together for the general welfare of the baking industry, the individual problems of the members of each respective association can be more easily solved. If the development of collective thought group action and cooperation toward the solution of our problems work from an individual association level then surely the results can be greatly enhanced by pooling such activities with neighboring state associations and with the two existing national associations. If we continue to work together, our greatest achievements are still to be realized in this, the second half of the Twentieth Cen-

The joint convention of the Indiana-Wisconsin-Illinois bakers will be held in the Hotel Sherman, Chicago, May 7-9. Bakers and allied men are not only invited but urged to attend this event which promises to be outstanding in every respect. It is the hope of the committee in charge to provide further answers to the question, "Why group-state conventions?" with the conduct of this meeting.

BREAD IS THE STAFF OF LIFE-

JORDAN BAKING CO. PLANS BIG EXPANSION PROJECT

TOPEKA, KANSAS—The Jordan Baking Co. has launched a multithousand-dollar expansion project which will be finished some time next summer, according to G. Lester Jordan, an executive of the company. Work on the expansion started last month.

Fifteen thousand square feet of additional floor space for the handling of bakery products will be added by the new construction, which includes a one-story addition to the present structure.

Wrapping equipment for the packaging of bakery goods produced by the company will be moved into the new addition. A system of conveyor belts will be put into place to carry the baked goods from ovens to wrapping machines and into parked trucks.

"That means that the bakery products will be virtually untouched by human hands," Mr. Jordan said.

In another section of the building will be space for the repairing of delivery trucks, loading docks and truck storage space.

In the old part of the company building cooling rooms will be provided. More space will be on hand for bake rooms and other production operations, too.

The new building will be of steel, concrete and concrete blocks. It will be 100 ft. by 150 ft. in size. An entranceway for the motor repair shops and storage space will face on Adams street.

G. L. Jordan, who is still actively associated in the firm, organized the Jordan Baking Co. in 1911 in College Hill in Topeka. It was moved in 1924 to its present site facing the Santa Fe tracks.

BAKERS PLAN DINNER DANCE

WILKES-BARRE, PA.—The Northeastern Pennsylvania Bakers Assn. will hold a dinner dance April 15 at Hotel Redington, here. The association was formerly known as the Wilkes-Barre Bakers Assn. Membership is now open to all bakers and allied tradesmen in the area.



ARE THESE

... YOUR

CUSTOMERS?

• The daily bread requirements of school-age children in the United States today are the largest in our history. They know that bread and other baked products are an important part of their diet for growth and health. And they expect their bread to be made with milk.

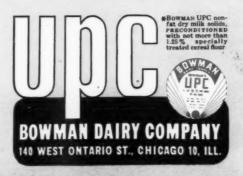
Almost before you know it, they'll be controlling the food supplies and the eating habits of the next generation. Satisfy their tastes for better flavored, finer bread of good eating quality—bread that's made with plenty of BOWMAN UPC*, and you make them *your* customers.

BOWMAN UPC*, nonfat dry milk solids, is PRE-CONDITIONED especially for the uniformity of its better baking quality. Depend on BOWMAN UPC* in your bread for more and better satisfied customers.



"Make these intelligent youngsters your friends today—your customers tomorrow—with plenty

of BOWMAN UPC* in your bread.



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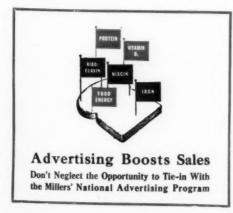
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MILLS AT TOPEKA, KANSAS-7,500 Cwts. Daily Capacity . Mill and Terminal Grain Storage 1,500,000 Bus.



FLOUR quality does make a big difference in the production of better bread and in consumer acceptance of any loaf . . . especially if it's I-H Quality. The rugged dependability and baking tolerance of I-H flours is based on the policy of choosing only the excellent wheats. Every skill of wheat buyer, miller and cereal chemist is concentrated on top quality.

THE ISMERT-HINCKE MILLING COMPANY KANSAS CITY, MO.

DO YOU KNOW



Here's your chance to test your knowledge on a variety of subjects concerned with the baking industry. There are no encyclopedias for the bright boys, nor dunce caps either. When you have ticked off your answers, turn to page 82 for a check against the correct statements. Each correct answer counts five points. A score of 70 is passing, 80 good, 90 very good.

- 1. When making cream puff shells, they should be allowed to sit around for about an hour, on the pans, before they are placed in the oven. True or false?
- 2. By diastatic activity of a flour is meant the ability of the enzymes of the flour to convert the starch into sugar. True or false?
 - 3. It is not necessary to make any

changes in the formulas for cakes when changing from shell eggs to frozen eggs. True or false?

- 4. Walnut kernels contain approximately 50% oil. True or false?
- 5. Differences in cookies made out of identical formulas may be due to variation in the size of the sugar crystals used in the dough. True or false?
- 6. Whole wheat bread has a greater calory content than white bread. True or false?
- 7. Sweetened condensed skim milk and evaporated skim milk both contain about 28% milk solids (non fat). True or false?
- 8. Rope in bread is an indication of unsanitary conditions in the bakeshop. True or false?
- 9. Some bakers put about ¼ of 1% salt in their sponge doughs in order to stimulate the proper kind of fermentation. True or false?
- 10. The slicing of bread has no effect upon its flavor. True or false?
- 11. There is no advantage in baking layer cakes in extra deep pans and then slicing them before filling and icing the cakes. True or false?
- 12. A soft, grainy lard is best suited for making pie crust. True or false?
- 13. Too lean a formula is a possible cause for high fat absorption in cake doughnuts. True or false?
- 14. Simple syrup is usually made by bringing to a boil: 2 lb. sugar and 1 lb. water. True or false?
- 15. A good glaze for Danish pastry and fruit cakes can be made by bringing to a good boil: 1 pint corn syrup and 1 quart of water. True or false?
- 16. A small amount of pectin is sometimes added with the sugar in order to give whipped cream a firmer body. True or false?
- 17. Angel food cakes are baked, by some bakers, at 410-420° F. in order to decrease baking time, thereby speeding up production. True or false?
- 18. When the chlorine used in the water is quite noticeable, the quality of the bread will be harmed considerably. True or false?
- 19. It is the opinion of quite a few bakers that it is more economical to use powdered milk solids (non fat) than sweetened, condensed skim milk when making bread. True or false?
- 20. The proper preparation and manufacture of candied lemon or orange peel, to be used in baked products, is a simple process. True or false?

NEW WAREHOUSE PLANNED

BOSTON—The H. A. Johnson Co., manufacturer and distributor of bakers' ingredients, will begin work shortly on a new warehouse and manufacturing unit in the Allston-

All of the food manufacturing operations of the company will be

housed in a two-story plant, occupying a 136,000 sq. ft. plot. This will

also hold two cold storage areas. The

warehouse section will be one story of 60,000 sq. ft. of unobstructed floor

space. Truck space is ample and a Boston & Albany Railroad siding with

space for eight cars will parallel the

Brighton area

BY H. A. JOHNSON CO.

A RECOGNIZED MARK OF EXCELLENCE FOR SEVENTY YEARS



FLOUR FOR PERFECT BAKING



E jealously guard the quality reputation of HUNTER'S flours and for that purpose we are constantly improving our production facilities. The most recent step in this continuing program is a substantial addition to this company's wheat storage capacity, giving added protection in raw material selection.

ANOTHER GREAT FLOUR

THE HUNTER MILLING CO. WELLINGTON, KANSAS





raw material selection.

rear of this section.

SLAPSY MAXII

SLAPSY MAXIE'S LEASED BY VAN DE KAMP'S

LOS ANGELES—Van de Kamp's Holland Dutch Bakers, largest retail venture in 35 years of business was completed recently with the leasing of Slapsy Maxie's restaurant at Wilshire Boulevard. The deal involved a \$1 million lease from the Prudential Insurance Co. for a 25-year period, according to Lawrence L. Frank and Theodore J. Van de Kamp, officials of the baking firm. The building will be remodeled into a modern coffee shop and enlarged to seat 500 persons. A neighborhood Van de Kamp bakery will be installed. Modern kitchens and spacious parking facilities are planned. The opening is scheduled for next fall.

ONLY THE HUNTER MILLS BETWEEN THE WHEAT FIELD AND YOUR BAKERY

Dry Veast is Here!



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RED STAR YEAST & PRODUCTS COMPANY, MILWAUKEE 1, WISCONSIN

Joseph Hexter Named Chairman of SBA Exposition

ATLANTA - Joseph Hexter, Columbia Baking Co., Atlanta, has acthe appointment as general chairman of the second biennial Southern Bakers Assn. Exposition and Production Conference to be held at the Municipal Auditorium here Sept. 17-19, according to a recent announcement by E. P. Cline. executive secretary of the SBA.

John Jennison, Standard Milling Co., Atlanta, has been appointed chairman of the allied committee for the affair.

The exposition will be under the management of the association office and mailings to exhibitors have already been sent, Mr. Cline said.

The production conference will feature meetings each morning in advance of the exposition opening.

BREAD IS THE STAFF OF LIFE

GLACO STARTS N.Y. OPERATION CHICAGO-The National Glaco announced by Benson Littman, presiducted for the permanent site are ex-pected to be concluded shortly, he

Chemical Corp. of Chicago began furnishing the new "glazon" process on a modified scale to bakers in the New York area March 1, it has been dent. Glaco has purchased the facilities of Pan-Glo, Inc., Fairview, N.J., Mr. Littman said, and will use that site until a permanent plant goes into operation. The Pan-Glo site would operate at approximately 25% of the productive capacity available in the new plant. Negotiations being con-

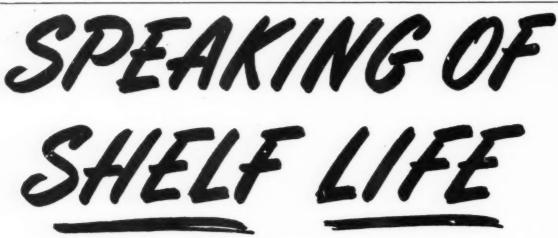


Ben W. Wilson

DCA APPOINTMENT—Ben W. Wilson, assistant to the president of the Doughnut Corporation of America, has been appointed director of manufacturing, a newly created post, it has been announced by D. M. Levitt, president. Mr. Wilson, in his new capacity, will assume full charge of the operation of all plants of the Doughnut Corporation of America in the U.S. and Canada, with home of-fices at 393 7th Ave., New York City. Mr. Wilson, now a resident of Manhasset, L.I., began his career with the company in 1932, as an employee of the restaurant division in Chicago. In 1934 he was promoted to manager of that subsidiary and in 1941 mid-western division manager for Mayflower Doughnut Corp., subsidiary of DCA.

AUXILIARY MEETS

PITTSBURGH-The Ladies auxiliary of the Retail Master Bakers Assn. of Western Pennsylvania held an evening dinner meeting at Rhea's williamsburg Room March 1. Mrs. John Knaus, Knaus Bakery, being ill, Mrs. Frances Palmer, Palmer Bakery, presided. South High Vocational School's Baking division will be presented with kitchen equipment by the auxiliary from the proceeds of the dance they will hold at Hotel Schenley April 29.



THE BAKER DOES NOT WANT HIS BREAD TO STAY ON THE SHELF. HE WANTS IT SOLD AND OFF THE SHELF.

SUPERSH with the All Vegetable Emulsifier

BROLITE COMPANY

2542 ELSTON AVENUE, CHICAGO 47, ILL.

621 Minna St. 225 Fourth Ave. New York 3, N. Y. San Francisco 1, Calif. 4128 Commerce St. Dallas, Texas

518 First Ave. North Seattle 9, Wash.

686 Greenwood Ave. N. E. Atlanta 6, Ga.



Milled for those who want only the finest baking qualities . . . from the choice of the nation's wheats.

An Independent Mill

WOLF MILLING CO.

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BOISE . DALLAS . TOLEDO . DENVER . DETROIT . MEMPHIS . BUFFALO . ST. LOUIS . NEW YORK . CLEVELAND . MILWAUKEE
PITTSBURGH . KANSAS CITY . LOS ANGELES . MINNEAPOLIS . GOSHEN, IND. . PHILADELPHIA . NEW ORLEANS . ORLANDO, FLA. . SALT LAKE CITY
OKLAHOMA CITY . PORTLAND, ORE . REIDSVILLE, N. C. . HARLINGEN, TEXAS . CHAGRIN FALLS, O. . HUTCHINSON, KAN. . CROSSETT, ARK.

Two Speakers for Carolina Bakers **Convention Named**

two speakers scheduled for the 21st annual convention of the Bakers Association of the Carolinas have been announced by Mrs. Louise Skillman, secretary of the group. Frank A. Patterson, Patterson Sales Clinic, Washington, D.C., is scheduled to be the convention business speaker and

E. J. Sperry, Sperry Industrial Publications, Chicago, will speak at the convention banquet.

The convention is scheduled for June 10-12 at the Ocean-Forest Ho-

tel, Myrtle Beach, S.C.

Mr. Patterson has been selling since 1925. During his selling career he has sold real estate, bricks, con-struction equipment, heating plants, bakery supplies, public speaking courses, storm windows and salesmanship courses. He was with the Dale Carnegie Institute for four years and in 1942, at the request of Dr. E. E. Pratt, chief of training for the War Production Board, for the War Production Board, became the official public speaking

coach and taught 350 of the country's top business leaders who were

helping in the war effort.

While at the War Production
Board, Mr. Patterson decided to organize the Patterson Sales Clinic af-ter the war, which clinic has been conducted in many cities throughout the East. The subject of his talk at the convention is "New Horizons in

Bakery Selling."
Mr. Sperry has been closely identified with the baking industry for over 30 years, his initial connection being with Smith's Bakery in Kansas City. From work inside the bak-ery, Mr. Sperry went on to develop advertising, and operated his own



E. J. Sperry

service business on the Pacific coast from 1930 to 1940, when he sold this business to another service organization, taking the position of director of radio with the same company until 1947. At that time he once more established his own organization, first in the publishing field, and later adding advertising, merchandising and selling services.

The most widely known Sperry publication is Sperry's "Personal Opinion" with a nationwide circula-Opinion" with a nationwide circula-tion in the baking industry and al-lied fields. Other Sperry develop-ments in the interest of the baker are "The Bread Salesman," a weekly salesman's guide and counsellor, and the book "Bread Brands," a treatise on copyrights, design patents and trademarks as they apply to the bak-ing industry, which has aroused national interest as the only book of its kind dealing with the specific

problems of a specific industry.

In the fall of 1940, Mr. Sperry opened the E. J. Sperry Baking Advertising Library and Exhibit at 24 W. Ohio St., Chicago, where all forms of bakery advertising and merchandising assistance may be

found.

READ IS THE STAFF OF LIFE-

AIB SANITATION STAFF ADDS TWO SANITARIANS

CHICAGO-Two sanitarians have been added to the staff of the department of sanitation of the American Institute of Baking, it has been announced by Dr. Edward L. Holmes, department director. They are Louis W. Teissler and Archie E. Armstrong.

swans down 🕭

- · Bakery Cake Flours
- Donut Mixes

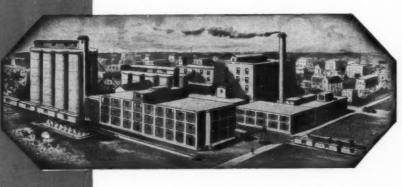
and a complete line of other Central States and West Coast Specialized Soft Wheat Bakery Flours.





OVERLOOKED

There is nothing in modern milling technique that is overlooked in the production of REX and CHARM, nor any expense spared to mill them from the finest wheats. That's why these flours do such a fine job in the bakery under today's difficult shop conditions and ingredient shortages. REX and CHARM will help keep your loaf the way you want it all the time.



J. F. Imbs Milling Co. **420 MERCHANTS EXCHANGE** ST. LOUIS, MO.

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FLOUR IS KING

It is not necessary to pay a great deal more money to get the extra baking values of POLAR BEAR flour... only what the premium wheat quality adds to the price. The extra milling care and business integrity behind POLAR BEAR for fifty years cost buyers nothing.

Founded by Andrew J. Hunt 1899



Ralph C. Sowden President

The NEW ERA MILLING COMPANY

ARKANSAS CITY, KANSAS

Ringing

the Baker's

Doorbell

Paul Shellhaas has sold his interest in the Shellhaas Bakery, Junction City, Kansas, to Howard Shellhaas and Miss Josephine Shellhaas, brother and sister, who will operate the firm as a partnership. Paul Shellhaas has purchased the New York Bakery, in **Durango**, **Colo**. The Shell-haas Bakery has been operated by the three Shellhaas children since the

death of their mother, Mrs. J. W. Shellhaas, in 1946.

The Curly Top Bakeries, Inc., will spend \$50,000 to rebuild a part of its Binghamton, N.Y., baking plant which was recently destroyed by fire. The new section will be two stories high and have 8,000 sq. ft. of floor space. The salesroom, shipping department and boiler room will be on the first floor and the cake department on the second floor. The cake shop will be completely reequipped. The new building, scheduled for completion about May 15, will have 2,000 sq. ft. more space than the old build-Other sections of the baking plant which were damaged in the \$70,000 blaze have already been repaired. These include the bread and doughnut departments. Al C. Schmidt president, said the cause of the fire never was determined.

Phil Hardin is building a large wholesale bakery in Tupelo, Miss., another in the chain of Hardin's Bak-

Schneider's Bakery Shop has been established at 1120 E. Sixth Ave., Denver. The owner and operator is G. M. Schneider.

Harold M. Patterson has opened a new retail bakery at 1130 E. Colfax Ave. in **Denver.** The business is known as the Gingerbread House.

The ideal Baking Co. in Tyler, Texas, has been incorporated with \$60,000 capital stock by Milton R. Vanderpool, James C. Massey and Ray L. Vanderpool.

The Binghamton Bakery, change St., Binghamton, N.Y., has been reopened under new management. It has been in operation for the past 30 years.

The D&D Pastry & Coffee Shoppe has been opened at 140 Court St., Binghamton, N.Y.

The Black Rock Bakery has been established at 35 Reservation, Buffalo, by John Glegota, Sr., and John Glegota, Jr.

The Colonial Bakery and Pastry Shoppe, Erie, Pa., has opened its fifth store in the city at Pine Ave. and 38th St.

The Flagler Baking Corp. has opened a new plant at 409 W. Flagler St., Miami, Meyer Rossen is owner.

The Yohay Baking Co. at Brooklyn, N.Y., has purchased a two-story factory building at 75 Grand Ave., in that city.

A contract has been awarded for construction of a modern fireproof one-story L-shaped bakery plant, to cost \$600,000, for Schwebel's Bakery, Youngstown, Ohio, announced Mrs. Dora Schwebel, president. The plant

(Continued on page 51)

"Golden Loaf" That's Our BrandThe Flour with the Doubt and Trouble left out

TENNANT & HOYT COMPANY Lake City, Minn.

Gallatin Valley Milling Co. MONTANA

Flours and Grain D. R. FISHER, Mgr. BELGRADE, MONT.

Garland Mills, Inc. Pure Soft Winter Wheat Flour Famous for Quality GREENSBURG, IND



For Better Bread-Enrichment

The ORIGINAL Bread-Enrichment Tablets

Provide These Advantages

- CONTAIN FERROUS SULFATE_THE HIGH-LY ASSIMILABLE FORM OF IRON - AS AN EXCLUSIVE FEATURE.
- 2 Have been accepted by the Baking Industry—many billion loaves of bread have been enriched with B-E-T-S containing Ferrous Sulfate to date.
- 3 Enable bakers to enrich bread to recommended potencies of all required nutrients accurately, easily and economically.
- FASTEST DISINTEGRATING TABLET. ASSURES DEPENDABLE AND UNIFORM ENRICHMENT.

Sterwin maintains an integrated sales, service and distributing organization that benefits bakers from coast-to-coast. Branches, warehouses and sales headquarters are located in every section of the country.

One of the outstanding contributions to the Baking Industry of which Sterwin is especially proud was the development of B-E-T-S, the Original Bread-Enrichment Tablets and the tablet method of enrichment which made it possible for bakers to comply promptly when War Food Order No. 1 was issued.

This basic bread-enrichment process has not only made enrichment by the baker both practical and economical, but it has, at the same time, saved bakers many millions of dollars.

Sterwin is also continuing and expanding the popular Inventory Control system which provides you with B-E-T-S when you need them and as you need them . . . without overloading your inventory.

And, as an additional service to Sterwin customers, all accounts are now being handled through local Sterwin branch offices.

170 VARICK STREET, NEW YORK 13, N. Y.

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ROTECTION

"PUSH BUTTON" **FUMIGATION**

GIVES ADDED SAFETY TO BAKERS OF

IMPERIAL AND Veluet FLOURS

WE WANT Walnut Creek Flours to be the purest on the market and we are taking every possible step to guard their purity.

For example, we recently installed a "push button" fumigation program. Known as the Arrowcide System, it makes fumigation of vital spots quick and easy.

Liquid fumigant is supplied to a unit which transforms it to gas. Compressed air then delivers the gas under pressure by way of pipes. The piping system is divided into five circuits with a combined total of 264 ejector nozzles. We fumigate 264 vital spots in one complete cycle of operation.

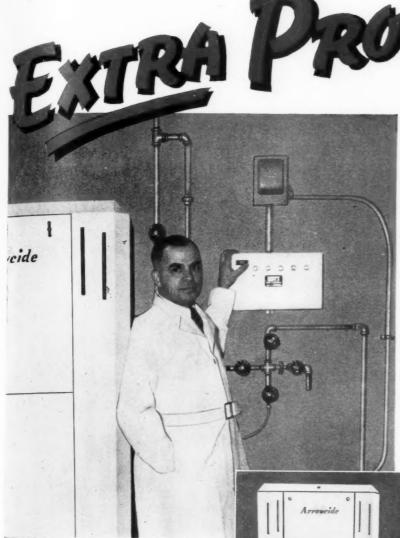
The entire system is controlled by an automatic timing device which opens and closes the five circuits in sequence. Fumigating time for each circuit is usually 45 minutes. Indicator lights on the timer tell when the system is operating and what equipment is being fumigated.

Using this system we protect our product from first break rolls to packing bins, placing particular emphasis on key trouble spots such as elevator boots, purifiers, lateral conveyors and storage bins.

We can fumigate any time the machinery is not running, using a heavy concentration of gas, which has been proved to be the most efficient, in strategic trouble spots.

Of course, we follow all the good housekeeping rules, too. We have an efficient central vacuum cleaning system, constant policing of the mill and product checking in the laboratory. We are guarding the purity of our flours in every way possible.

> Velvet IMPERIAL • BETTER BAKERY FLOURS



Pictured above is the operator at the control and timer board of our fumigation system, which automatically hits 264 vital spots in our mill. This pushbutton control makes fumigation quick and easy. At the right is a full view of the Arrowcide fumigation unit itself, which appears at the left of the operator in the photograph above.

ANOTHER SAFEGUARD:

"GRASS ROOTS" WHEAT SELECTION

Not only purity but also baking quality of Walnut Creek flours is constantly guarded. In our carefully planned program, each of our trained wheat buyers at our country stations has surveyed before harvest the wheat farms in his territory to learn which fields are planted with wheat farms and quality we want for top baking performance. Then, we the varieties and quality we want for top baking performance. Then, we buy only those wheats that come from fields our buyers know are best. This "grass roots" wheat selection is possible only because of our location in the midst of America's biggest wheat belt where we can know each grower from whom we buy.

WALNUT CREEK

MILLING COMPANY

GREAT BEND, KANSAS

T. H. SHERWOOD, VICE PRESIDENT AND GENERAL MANAGER

MILLED FROM

High Protein Spring Wheat



Aged and Aerated



KING MIDAS FLOUR





FOR the baker who strives for efficient production of tasty, uniform bread on a large scale, the extra values of TOWN CRIER flour will soon be apparent in his shop records. His cost savings will show the true importance of the famous TOWN CRIER quality. His bread quality will show that it is worthwhile to pay a little extra for a dependable flour of superior baking performance.



The Millers'
Advertising
Program
—Boosting
Bakers' Sales

THE MIDEAU PLOUR MUNICO.

KANSAS CITY

PROTECTS STANDARD FLOURS

Je you owned your own flour mill

with the continuous sanitary protection found in this modern Kansas City plant of Standard Milling Company.

All of "Standard's" big mills have the same sanitary equipment which protects every bag of flour shipped to you.

STANDARD MILLING STANDARDANT BAKERY FLOURS

IT'S AN AGE OF

SECRET FORMULAS BUT IT'S NOT A SECRET THAT AT LEAST 6%

DAIRYLEA*

Non-Fat Dry Milk Solids will improve your bread 6 ways

- 1-Flavor
- 2-Nutrition
- 3-Texture
- -Appearance
- -Color
- -Better



Inspected — Protected — Tested

DAIRYLEA Non-Fat Dry Milk Solids DAIRYMEN'S LEAGUE COOPERATIVE ASSOCIATION, INC.

11 West 42nd St., New York 18, N. Y.
•Reg. U. S. Pat. Off.

"Sweet Cream" "Very Best"

Quality Flours

W. J. JENNISON CO.

MINNEAPOLIS, MINN.

ACME RYE

A HIGH QUALITY WISCONSIN RYE FLOUR All Grades

FISHER-FALLGATTER MILLING CO. WAUPACA, WISCONSIN

Bowersock Mills & PowerCo.

LAWRENCE, KANSAS ZEPHYR FLOUR

AS FINE A BAKING FLOUR AS A
BAKER CAN BUY AT ANY PRICE
Established 1874



DIXIE LILY

A flour without n equal anywhere
Plain and Self-rising
THE BUHLER MILL & ELEVATOR CO.
BUHLER, KANSO
Southern Regional Office
933-35 Exchange Bidg., Memphis, Tenn.

HIGH GLUTEN FLOURS For Baker.

The Morrison Milling Co.

Emphatically Independent



Baker's Doorbell

(Continued from page 46)

is being built on a large tract at Lake Park Ave. and E. Midlothian Blvd., Youngstown, and will include the latest scientific devices developed in the baking industry.

The Home System Bakery is a new plant located at 15013 Gulf Blvd., Madeira Beach. Mr. and Mrs. John Flasch of Dormont, Pa., who recently came to Florida to live, are owners.

The Swedish Torte Shop, a new bakery shop, has been opened at 525 West Third St., Jamestown, N.Y.

A new branch store has been opened at Spencer Place, Erie, Pa., by the Colonial Bakery and Pastry Shoppe of Erie. The new shop is managed by Elaine Schneider.

A new retail store has been opened on Public Square, Watertown, N.Y., by the Arlington Bakery and Luncheonette.

W. J. Brennan has opened a retail bakery in the mountain resort town of Evergreen, Colo.

Mrs. E. V. Booth has established a retail bakery in Wellington, Colo.

Corrine G. Faust and Beverley J. Opheim have opened the Pie Pan Bake Shop at 1728 S. Marion St. in

The Home Bakery in Antonito, Colo., has been purchased by Robert B. Fleming.

Mitzi's Home Bakery, Rye, Colo., is now owned and operated by Mr. and Mrs. Joseph A. Olshaw.

Earl G. Chase has sold the Do-Nut Shop, 1452 Poplar St., Denver, to Warren V. Haynes and Irene A. Haynes.

Thomas J. Piper is now owner and operator of Betty's Pastry Shop, 1462 Lipan St., Denver.

W. A. Bender, Bender's Bakery, Denver, has opened his fifth retail store in Denver at 2251 Kearney St.

The Santa Fe Donut Shop, 700 Santa Fe Drive, **Denver**, has been purchased by L. P. Mulvihill.

The Nelson Biscuit Co. in **Houston**, has been incorporated with \$50,000 capital stock by Petrus E. Nelson, Eve Nelson and Hazel U. Cochran.

Employees of the Golman Baking Co. in Dallas, presented Hyman Nathanson, president of the company since 1943, with a surprise party at a local restaurant. Among honor guests were executives of the Oak Cliff Baking Co., co-bakers with Gol-man of Holsum bread products.

A new retail shop has been opened by Peter Pulakos, Erie, Pa., baker, in the G. C. Murphy Co. store in down-town Erie. The new Pulakos branch is managed by Rose Avione.

Kinghorn's Bakery, 1136 Commercial Drive, Vancouver, B.C., will in future be known as the Monarch



DAILY CAPACITY-9,000 CWT. ELEVATOR CAPACITY-1,000,000 BUSHELS

Manufacturers of FINEST QUALITY FLOUR

TRI-STATE MILLING CO. RAPID CITY, S. D.



ROBINSON SALINA, KANSAS

All Grades

RYE FLOUR

1000 cwts. Flour-250 cwts. Meal

GLOBE MILLING COMPANY WATERTOWN, WISCONSIN

B. A. ECKHART MILLING CO. Chicago

MILLERS OF WHEAT and RYE

BAKERY FLOUR FAMILY FLOUR

CRACKER FLOUR

Cake Shop and will be operated by Mr. and Mrs. F. W. Henning, for-merly proprietors of the Hostess Bakeries at Kingsway and Joyce Road. Prior to coming to Vancouver, Mr. Henning was for 15 years with Mc-Gavin's Bakery at Edmonton, Alta.

The Cleveland (Ohio) Pie Co. has been incorporated with capital of 100 shares of no par value. Incorporators are S. T. Vradelis, Thomas T. Vradelis and S. A. McCray.

Florence Koser, operating the Koser Bakery, Watertown, Wis., since

1940, has sold the 52-year-old shop to Ernst Stellbrink, Marshfield, Wis. The business was founded by the late and Mrs. Frank J. Koser, died in 1943 and 1934, respectively. The new owner is continuing to operate under the Koser name. No real estate was involved in the sale.

The Weigand Bakery at Gillespie, III., underwent extensive remodeling and improvements recently and some new equipment was added.

A fire which was fed by cooking oils and fats destroyed a bakery in

Phoenixville, Pa., recently with an estimated damage of \$600,000. The buildings housed Mrs. Hubbell's Bak-eries, Inc., and Mrs. Hubbell's Town Talk Industries at the western end of the city.

A new Wickliffe Store has been opened at 29229 Euclid Ave., Cleveland, by Hough Bakeries, Inc., of Cleveland.

John Tolan has purchased the Heights Baking Co., 101 Pittston Ave., Scranton, Pa., which closed recently, and has reopened it as Mother's Bakery. Peter Hurk was president of the company which had operated it since 1939.

The Rossi Bakery has opened a branch in the new Southport Shopping Center near Pennsylvania Aveand Bulkhead Street, Elmira,

Koegl's Bakery, 31 University Pla-za, Buffalo, N.Y., has opened a new store in the Sheridan Plaza Shopping Center, Tonawanda, N.Y.

A. Gulliksen and J. Bumgardner have purchased the Southland Bakery, Deland, from Mr. and Mrs. O. P. Dawson. Both men are from Winchester, Mass.

Bowie (Texas) Bakery is. closed for remodeling and the installing of new fixtures and equipment. Glenn Trout is the owner.

Harland Edwards, who with his wife operated the Edwards Bakery in Weyauwega, Wis., for the past three years, has sold the business to Russell Keeney and Irvin Feragon.

MARY ANN BAKERY MOVES INTO NEW \$200,000 PLANT

SPOKANE, WASH. - The Mary Ann Bakery has moved into its new \$200,000 plant here. Frank J. Philby is founder and general manager of the firm.

The new building is constructed of concrete and concrete block and oc-cupies 32,000 sq. ft. of floor space on two ground floor levels. The up-per level accommodates a room for mixing dough. The dough flows by gravity to the make-up room on the lower level.

Interior walls have been decorated in two-tone enamel, and fluorescent lighting lends to the color effect. This color combination was chosen to give the bakery a "cool brightness.

The company specializes in selling the products directly to consumers. The majority of its routes are in Spokane but operations now are carried on in Pasco, Kennewick, Richland, Yakima, Walla Walla, Deer Park, Coeur d'Alene, Idaho and the Spokane valley.

Mr. Philby came to Spokane in 1946 after some 25 years in the bakery business in Seattle. Howard Probstfeld is a partner in the firm. Jim Philby is sales manager and Win Westlund is the production superintendent. The firm now has some 80 employees.



SAINT LOUIS, MICHIGAN



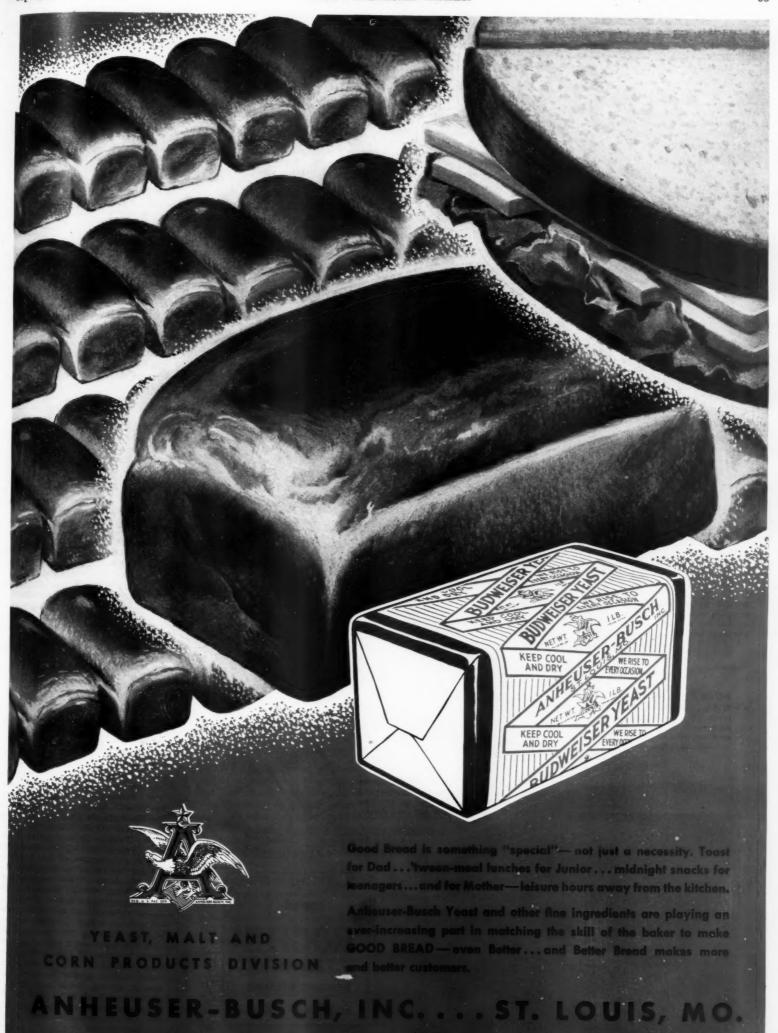
HERE ARE 3 GOOD REASONS WHY SO MANY **BROWN'N SERVE PRODUCTS ARE PACKAGED** IN LAMINATED PACKAGES

- Unlike ordinary packages, laminated packages have a sturdy, rigid, 3-ply construction that protects the contents against rough handling and crushing, in stacking and in transit.
- Laminated packages are attractive in appearance, and their rigid construction helps to keep the products they contain invitingly attractive, too.
- Laminated packages are moistureproof and greaseproof. They prevent the transfer of moisture or shortening from the product to the package.

The laminated package is an effective selling aid for any variety baked product...the attractive appearance stimulates the original sale...the protection of product quality brings the repeat sale.



950



Successful Selling

(Continued from page 31)

selling idea, he is mistaken. What he doesn't realize is that he might learn a lot from other sales executives which he will never know by remaining aloof from them. Cooperation is needed in sales just as much as it is in production.

Selling Through Vision

Since practically all cakes and other sweet goods are so packaged for the protection of the product that consumers cannot smell their attractive food odor, and samples are infrequently available for tasting, obviously the main sales appeal of these goods must come through their appearance. Practically all cake cartons have windows through which the product may be seen clearly, and it is there that the sales appeal must be made.

Furthermore, sweet goods packages should be arranged both in retail bakeries and in retail grocery stores so that they will attract attention. Impulse buying accounts for a large percentage of sales, and can be helped materially by attractive displays.

In addition, all baked goods displays should be kept as sanitary as possible, for even if there is a little dirt of any kind surrounding them it will destroy their sales appeal. Visibility is an excellent selling force, providing it is properly used. If employed otherwise, it is damaging.

Salesmen and Advertising

Recently a company entirely unrelated to commercial baking, and yet having many similar sales problems, called in its whole sales force for a two-day conference merely to explain the value of the company's advertising to the individual salesmen. The firm was about to spend a large sum of money in a new advertising campaign, and it wanted to be certain that its salesmen were prepared to back it up.

That picture applies equally well to the baking industry. Too frequently a wholesale baker will decide to embark on an extensive advertising campaign, and utterly neglect to discuss it with the sales force before the advertising schedules break. The result is a lack of cooperation on the part of the sales force that frequently means the failures of the campaigns.

Advertising is one of the most powerful sales forces available to the baking industry, and it is also of great help to bakery salesmen. However, it must be coordinated with all other types of bakery sales activities, and the only way this can be done is through complete coordination on the part of all employees of the business. Such cooperation will really sell bakery goods.

Cake Packaging Trends

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Interesting from the standpoint of trends in cake packaging is a new fruit cake container that has been developed for the Ward Baking Co. The package is a four-sided container with both top and side visibility. It also has a large surface area of gold and other colors, and is said to stand out brilliantly on grocer' shelves.

A cake carton of this kind meets two objectives. It provides the visibility which has come to be recognized as an essential part of all bakery containers, and at the same time provides a colored surface which attracts attention when displayed with competing products.

competing products.

Undoubtedly the next holiday season will see a large number of new and attractive cake containers on the market. They will have a powerful selling force, and cake bakers who expect to compete for their share of this business should plan their packages immediately. You can't order a new cake carton one day and expect to have it delivered the next. Advance planning is just as necessary in packaging as it is in producing the product that is to go into the container.

The Food Dollar

As incredible as it sounds, and personally we think they have their tongues in their cheeks, some high

"SECOND BREAKFAST" PARTY HELD

NEW YORK - Abundant use of poppy and caraway seeds to produce unusual and delicious sweet breads demonstrated at a breakfast" party given recently at the Netherlands Club by the Ar can Spice Trade Assn. Termed a Koffie Praatje (gathering of friends to partake of coffee), it acknowledged America's adoption of this habit and showed the baker an important field for expansion of his business. The association, which developed the recipes, suggested a new handling of poppy and caraway seeds which does away with either grinding or long soaking. Heating the caraway with an equal amount of water until the water is absorbed gives greater pulgence, the association reports. Poppy seeds cooked gently in milk, with raisins, apples, dates and other is-gredients added make fillings that taste much richer and more expensive than they actually are, the demon stration showed.



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government officials profess to believe that the sole relationship between raw materials and processed foods is the price the farmer receives for his commodities. In other words, the price of bread should vary directly in accord with whatever the farmer may receive for his wheat.

receive for his wheat.

We say this attitude is incredible, for even a young schoolboy should know that there are many other factors affecting the cost of producing a loaf of bread in addition to the cost of wheat or flour. In fact, that cost is a minor one. Labor, taxes, transportation and dozens of other items have a most direct bearing upon the cost of producing a loaf of bread.

However, to emphasize these facts is probably not good politics. At least, it is not good vote-getting politics, and so bakers must depend upon their own ingenuity to get the true facts of the cost of producing their products to their customers. It is a shame that people who exist upon the taxes paid by others cannot be fair, but apparently that is not to be the case in politics. So the baking industry will have to do its own selling.

-BREAD IS THE STAFF OF LIFE-

AIB NUTRITIONIST NAMED

CHICAGO—Mrs. Gertrude Austin, chief nutritionist of the American Institute of Baking, has been chosen to serve on the Council on Children and Youth for the state of Illinois, it was recently announced. This council, which cooperates with the Governor's Commission, reports to the 1950 Mid-Century White House Conference.

Dorothy Glenn

(Continued from page 31)

happy and contented. You can combat the springtime trend toward slimmer waists, with aggressive promotions.

Women think they are born cooks. You and I know that good cooks are made that way, and only one in several thousand is born with an art for good foods. Yet, the clever merchandiser recognizes Mrs. Homemaker's attitude and utilizes it to his adventage.

Cleanliness Important

Homemakers are sticklers for cleanliness. Their reactions to an untidy shop are almost immediate. Now is the time for spring housecleaning, so women are even more conscious of any straying from the straight and narrow path of cleanliness.

You can do a bit of housecleaning, too. Pastel colors, flowers and bright clean shelves and displays get right into the swing of things. Put new life into your bakeshop and you will find Mrs. Homemaker imbued with the same spirit. She buys more when she is in surroundings that make her feel good.

Along with spring housecleaning comes a need for quick and easy meals in every household. Not only is the little woman busy getting her home in order for the summer, but she has a thousand-and-one chores in the yard, garden and garage. You have many opportunities to sell goods these busy days. But, you must remind shoppers of these foods, and how they will help make meal planning easier.

Along with spring comes the first picnic of the season. The whole family, especially the children, look forward to that first balmy day when they can take to the woods with a picnic basket loaded with food. They will be hungry, too, for there is still a bit of chill in the air. Plan foods for that first picnic and remind shoppers of the annual occasion.

The first fresh fruits of the season are appearing in stores. Every homemaker has her family asking for strawberry shortcake and strawberry pie. Get ready to supply goods to fill these demands. The greater the variety you offer shoppers, the better shoppers they are. Remember that every customer buys by impulse. Tempt Mrs. Homemaker with attractive and mouth-watering foods and she will buy other goods by impulse.

Whipped cream fillings and frostings, fruit fillings and frostings are all good merchandising approaches. They seem to appeal to the shopper's desire for "lighter foods." Fresh orange or lemon fillings tend to give "the first touch of spring" flavor. Window displays featuring fresh fruits create a desire and bring customers into your shop.

tomers into your shop.

The retail bakeshop has a distinct advantage in "fresh from the oven" selling. It is only a matter of hours from the oven to the homemaker's table. Your goods are made each day. The delightful aroma of baked goods is a tempter that most shoppers can-

not resist. There is one bakeshop I've seen that keeps this intriguing aroma in the shop all the time, even though the baker must bake off only a small amount at a time. It seems to have the desired effect, for volume and profit are high in this shop.

Mrs. Homemaker is not a difficult

Mrs. Homemaker is not a difficult person to get along with if you recognize her wants and desires. She is not to be fooled and will stand for no bullying. She is very aware of the fact that she controls the budget, and that your success depends upon her. By appealing to her, in her own language, by helping to fill her needs, you can have volume and profit.



SENSATIONAL PROFITS selling RAISED DONUTS in groceries!

HERE'S PROOF: Schubach Bros. were one of the first to prove the tremendous opportunities that exist in selling glazed and jelly donuts thru grocery outlets. They doubled sales with the DCA plan... now sell over 1000 dozen a day! With new promotion plan expect to double again in 1950.

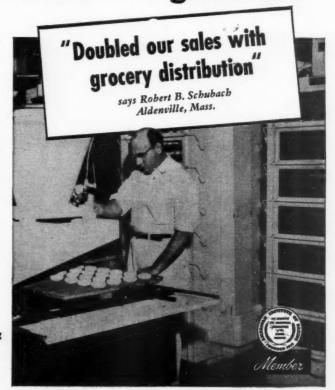
HOW? First increased productive efficiency—installed automatic equipment, improved their product and then went after sales with modern merchandising in grocery stores. To handle the increased sales they re-equipped their bakery with automatic <u>doco</u> <u>cutter</u>, 2 <u>dough conditioners</u> (proofing cabinets) 2 <u>fryers</u> with 2 <u>automatic turners</u>, <u>mechanical glazer</u>, mixer and an automatic jelly machine.

OPPORTUNITY: This complete doco automatic setup... plus a superior DCA raised donut mix... PLUS the DCA merchandising service... doubled sales for the Schubach's in grocery outlets. We can help you do a similar job in your market. The opportunity is great.

Write today for doco equipment catalog and new raised donut merchandising kit.

Doughnut Corporation of America 393 Seventh Ave., New York 1, N. Y.

"Everything in mixes and equipment for raised and cake donuts"



Connecticut Bakers Plan Spring **Meeting April 11**

WEST HAVEN, CONN.—K. C. Den Dooven, H. A. Johnson Co., Boston, will be featured at the April 11 spring meeting of the Connecticut Bakers Assn., according to a recent announcement by Charles Barr, secretary of the group.

The meeting will be held at Seven

Gables Towne House, New Haven. Mr. Den Dooven will discuss the finishing of cakes and cookies. The program will start at 3 p.m., recess for dinner at 5 p.m., and reconvene at 7 p.m. for the remainder of the scheduled features.

BAKERY BEING BUILT BY HART FOOD STORES

ROCHESTER, N.Y. - Hart Food Stores, Inc., operating 89 stores in the Rochester area, is constructing a new bakery and warehouse building on Humboldt Street at a cost of

\$1,500,000, including equipment. It will be ready for occupancy about Dec. 1. The company plans to expand its operations in the baked goods field and all of the chain's will be converted into selfservice units under a modernization program to be launched soon.

OFFICES CHANGED

BRIGHTON, MASS .- The executive offices of the Hathaway Bakeries, Inc., are now located at 44 Life St., Brighton 35, Mass., according to a recent company announcement.

USDA Bureau Studies Use of Sweet Whey in Bakery Products

WASHINGTON - Sweet whey, a dairy by-product rich in food value which is often wasted or otherwise utilized inefficiently, can be used successfully in the commercial man facture of bakery goods, says the U.S. Department of Agriculture.

As a part of its experimental work

utilization of whey in foods under the Research and Marketing Act, the Bureau of Dairy Industry has studied the possibility of using sweet

whey in bakery goods.

L. V. Rogers, baking technologist, found that fresh fluid whey can be substituted for the liquid ingredient in any sweet bakery goods formula. Concentrated and dried whey are more practical than fluid whey for use in sweet bakery goods, however, because greater amounts of whey solids can be included in the formula

Several bakery products, including rich yellow layer whey-cake, cocoa whey-cookies, oatmeal coconut wheycookies, yeast raised whey-doughnuts, and whey-sweet-dough have been made and tested experimentally in the bureau's baking laboratory. The principal advantage of using whey in these typical sweet goods is that it makes tenderer cakes, cookies and doughnuts that keep their softness and good eating qualities longer than similar products made without whey. Moreover, the milk sugar of the whey aids in the development of a uniform, golden brown crust on the baked goods.

The bureau technologists point out that from the standpoint of human nutrition, it would be desirable to use the by-product whey in the production of foods. In the manufacture of cheese, only the fat and part of the protein of the whole milk are removed. The resulting fluid whey contains half the solids of the milk, and of this solids content approximately 76% is lactose, or milk sugar, 10% is ash and 14% is protein.

At the present time several types

of whey are available for commercial baking purposes. They include dried whey, concentrated whey (with 60 to 65% of whey solids and 40 to 35% of water), and sweetened condensed whey (with 38% of whey solids, 38% of sugar and 25% of water). In his baking tests, Mr. Rogers found that either concentrated whey or sweetened condensed whey could be substituted for the dried whey if allowance was made for the additional water and sugar in the concentrated prod-

Complete formulas for the use of whey in the bakery products listed above are available from the Bureau of Dairy Industry, U.S. Department of Agriculture, Washington 25, D.C.

READ IS THE STAFF OF LIFE

DETREX APPOINTS HENRY FRITZ DETROIT-Henry Fritz has been appointed field engineer to serve the baking industry in midwestern states for Detrex Corp., according to an announcement by A. O. Thalacker, vice president and general manager. Mr. Fritz has had 22 years of experience in the manufacture, service and sale of bakery machinery and food prod-ucts. With Detrex, he will have charge of the sale and servicing of the company's bakery cleaning processes and cleaning depots in major midwestern cities and the Chicago area. For the present he will have his headquarters at 2149 N. 69th St., Milwaukee 13.

LEADING bakers hakers who are LEADERS

look to NATIONAL as their source of supply for the principal bakery products that help them produce goods of quality



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In addition to HATIONAL Yeast - famous for purity and uniformity and National's other important products such as Yeast Food, Baking Powder and Malt Syrup, NATIONAL delivers day by day, door to door:

> Armour's Cleverbloom Frozen Whole Eggs Armour's Cla erbloom Frozen Egg Whites Armour's Clot rbloom Frozen Sugared Yolks

greater uniformity . . . more profitable

NATIONAL invites you to profit by this reliability of ct and deliv



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IDENTICAL PERFORMANCE

Uniformity in flour that will give top baking results today next week and next year is what you get when you use

GOOCH'S BEST FLOUR

NEEDS NO BLENDING

GOOCH MILLING & ELEVATOR CO. LINCOLN, NEBRASKA

Daily Capacity 5,000 Cwts.

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PITTSBURGH CLUB HEARS RYE BREAD DISCUSSION

PITTSBURGH — Edward Sauer, Pittsburgh board of education instructor at South High Vocational School, baking division, spoke to the Greater Pittsburgh Production Men's Club March 1. S. D. McKinley, Hardesty & Stineman, program chairman, introduced Mr. Sauer as "ryebread king," because of his vast experience gained in Europe. A complete variety of rye bread was on exhibition, and the 100 members in-

dulged in lively discussions after Mr. Sauer's talk.

"It takes a craftsman in baking arts to make good rye breads," Mr. Sauer said. "Retail bakers say it is not a profitable bread to sell and too hard to make. But why does Milwaukee send rye bread to Pittsburgh if there is no profit in rye bread sales? There is real money for some baker here who makes good rye breads with Bulgarian buttermilk, and runs a big advertising campaign telling the people of the health qualties of this type of rye bread. Studies in Europe by scientists chronicle

the long lives of the peasants overseas who eat this type of rye bread. Health stores prosper here, so why not a health food like rye bread?"

Louis Allsen, Swift & Co., program chairman of the club, has been transferred to the Chicago office. For Mr. Allsen's work with the club he was made an honorary member and presented with a traveling bag. J. R. Lloyd, J. R. Lloyd Co., was appointed second vice president of the Club in Mr. Allsen's place, and Ray Yount, Yount Co., was appointed on the program committee.

AIB Building Corner Stone Ceremony Planned

CHICAGO —The cornerstone laying ceremony for the new building of the American Institute of Baking will be held May 13 at noon, according to a recent announcement by L. E. Caster, Keig-Stevens Baking Co., Rockford, Ill., AIB president and chairman of the board.

This time has been chosen in order that those governors of the American Bakers Assn. who will be in Chicago en route to the governors meeting in Colorado Springs, Colo, may attend.

A meeting of the board of directors of the AIB has been planned for 10 a.m., May 13.

Mr. Caster has appointed a committee from the baking industry trade press to assemble historical material to be placed in the copper box which will be sealed in the cornerstone. The members of this committee are: Paul Clissold, Bakers Helper, chairman; Arthur Bamford, Sr., Bakers Weekly; S. O. Werner, The American Baker; E. J. Pyler, Bakers Digest, and Eugene Day, Chicago Retail Baker.

It has been decided the cornerstone will be placed on the corner of McClurg Court and Ontario Street. The stone is to be covered with a stainless steel nameplate for the American Institute of Baking. It is anticipated that the school

It is anticipated that the school section of the new AIB building will be ready for occupancy by the early part of October. This will enable baking class No. 58, which will receive its technical training in the old building, to move into the new building for practical training.

ctical training.

20 FINISH COURSES AT DUNWOODY BAKING SCHOOL

MINNEAPOLIS — Ready to enter the baking trade after training at the Dunwoody Baking School, Minneapolis, are these 20 men who finished their courses on March 10: George R. Brown, Worcester, Pa.; William Entenmann, Bay Shore, N.Y.; Paul J. Grill, East Greenville, Pa.; Melvin Himes, Brockway, Pa.; Neal E. Glasco, Chanute, Kansas; Jesse D. Strimple, Enid, Okla.; Russell Wilson, San Francisco, Calif.; Eldridge A. Runner, Indianapolis; Harry R. Strong, Kalamazoo, Mich.; Paul De Moss, Springfield, Ohio; Louis H. Dorger, Cincinnati; Milton W. Bedaw, Madison, Ind.; John J. Searle, Jr., Ironwood, Mich.; Cyrus W. Christensen, Minneapolis; Wendell Kiehl, Fairmont, Minn.; Thomas M. Walker, Cloquet, Minn.; Norris Youngdahl, Minneapolis; John Hagen, Minneapolis; Ronald F. Rouser, Logansport, Ind., and Stephen J. Zayakosky, Star Junction, Pa.

LIQUID EGG PRODUCTION IN JANUARY REPORTED

WASHINGTON—The quantity of liquid egg produced during January was the third largest of record, the Bureau of Agricultural Economics has reported. Production totaled 43,596,000 lb., compared with 15,201,000 lb in January last year and the fiveyear average of 35,661,000 lb. Both egg drying and freezing operations were on a larger scale than a year ago. The quantity of liquid egg frozen



These light weight Aluminum Portable Proofers, bakery designed and precision engineered by Union Steel, are a good investment in low-cost proofing control, convenient handling and easier sanitation in the shop.

Strongly built of gleaming aluminum with smooth-welded steel shelves, they are easy to clean and keep in sanitary condition. Careful design provides maximum proofing capacity for available shop space. Special wide tread, lubricated roller-bearing casters facilitate easy maneuverability.

Made in sizes for 18 to 32 bun pans, these proofers may be equipped with electric or gas humidifying units for better proofing conditions and control of uniformity.

Shown here are only three of the many standard sizes in Union Steel's complete line of portable proofers ready for prompt delivery. Consult your jobber.



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during January was by far the largest of record for the month.

of record for the month.

Dried egg production during January totaled 3,239,000 lb., compared with 2,460,000 lb. in January, last year. Production consisted of 2,757,000 lb. of dried whole egg, 264,000 lb. of dried albumen and 218,000 lb. of dried yolk. The government contracted for 9,227,736 lb. of dried whole egg through Feb. 17 for egg price support purposes.

The production of 29,792,000 lb.

The production of 29,792,000 lb. of frozen egg during January was about eight and one-half times the production in January, 1949, and the largest of record for that month. The previous high production was 11,796,-000 lb. in January, 1944. Frozen egg storage stocks increased one million lb. during January. This compares with a decrease of 33 million pounds during January last year and an average January decrease of 31 million pounds.

BREAD IS THE STAFF OF LIFE-

More Gifts to **New AIB Building Announced**

CHICAGO-Several new contributions for special laboratories and special rooms for the new American Institute of Baking building have Institute of Baking building have been recently announced. Each of these rooms will be equipped and furnished by the donor and there will be a bronze plaque in the room indicating the purpose of the dona-tion. Each donor will be asked to suggest an appropriate inscription to appear on the plaque.

Recently contributions have been made by the Paniplus Co. for the equipment of student classroom No. 1; by L. E. Caster, Keig-Stevens Bak-ing Co., Rockford, Ill., for the equipment of student classroom No. 2 as a memorial; by Anheuser-Busch, Inc., for the control laboratory; by Merck & Co., for research laboratory No. 3; by A. R. Fleischmann, Standard by A. R. Fielschmann, Standard Brands, Inc., New York, for the en-tomological laboratory as a me-morial; by the Allied Trades of the Baking Industry for the board of directors and chairman's room; by Frank Bamford, Baker's Weekly, New York, for the electric clock system and by the AIB Alumni Association for the students' lounge.

These are in addition to previously donated rooms which have been announced as follows: The pilot bakery, sanitation laboratory, Kjeldahl laboratory, photographic laboratory, biological laboratory, bacteriological laboratory, Louis Livingston library, Bakery Club Laboratory, Louis Livingston library, Bakers Club, Inc., New York; Bakers Club of Chicago; Paul H. Helms, Helms Bakeries, Inc., Los Angeles; Arthur Keating, Ekco Products Co., Chicago, Standard Brands, Inc.; New England Bakers Assn., and Julian M. Livingston.

BREAD IS THE STAFF OF LIFE-

OFFICERS INSTALLED BY BAKERY PRODUCTION CLUB

CLEVELAND-New officers of the Bakery Production Men's Club of Northern Ohio were installed at a recent meeting of the group. Officers for 1950 are as follows:

Elmer Spang, president; Alfred Rigot, first vice president; Harold Gould, second vice president; Firm Deibel, secretary, and Art Ralls,

Directors installed were: Mel

Burns, Otto Pregenzer, Don Webb, Frank Frischauf and William Adelhelm.

NATIONAL BISCUIT CO. **ACQUIRES DALLAS PLANT**

DALLAS-H. A. Heinze, manager of the Dallas branch of the National Biscuit Co., has reported on the company's expansion and consolidation program in its Dallas operations. The company has acquired a long-term lease on a 15,000 sq. ft. one-story building adjoining its present quar-ters at 3223 Canton St. Mr. Heinze said this building will be completely

remodeled and the two buildings made into a single 30,000 sq. ft. unit, with loading docks and inside storage.

BREAD IS THE STAFF OF LIFE-

SUIT AGAINST UTILITY

WAUKESHA, WIS.—Mrs. Lillie E. Comer, operator of Comer's Bakery here, has filed suit for \$35,000 against the Wisconsin Gas & Electric Co. for damages to building and equipment, through a gas explosion last June which also caused the death of two employees. Mrs. Comer bases her action on allegations of negligence on the part of the utility, contending that on the day of the explosion the company permitted a "defective meter to be used in the basement from which large quantities of gas escaped." The blast wrecked the bakery and caused damage which required extensive repairs.

BREAD IS THE STAFF OF LIFE-

POLISH BAKERS MEET

BUFFALO - The Polish Master Bakers Association of Buffalo held a meeting March 11 at which members discussed the grain parity question in relation to its effect on the cost of flour. Committees for the annual spring dance to be held at the Buffalo Trap & Field Club were named. Date for the next meeting was set for April 8.



A Mark of Merit



SHELLABARGER QUALITY PROTECTION

Seal of Quality

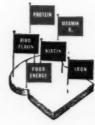
The Shellabarger Seal is one of the nation's best-known marks of flour quality . . . a trade insignia that stands for a complete, a scientific, a modern flour service.

The kind of protection that the Shellabarger Crest offers is doubly valuable to a baker today. It is his guarantee of steady, dependable flour quality day by day through these times of unsettled markets, government edicts and the uncertainties of Mother Nature.

You can rely on this Shellabarger Protection.

SHELLABARGERS,INC.

SOUTHERN SALES OFFICE 206 Broadway National Bank Bldg. Nashville 3, Tenn. It is easy to comfort yourself with the thought that flour is flour... especially if you are tempted with a low-priced offer. But all flour is not alike, any more than all bread is alike. It is good sense to recognize that a superior flour, which costs more to make, is worth more in the baker's loaf. The flours that bear the Shellabarger Crest are superior flours, the kind of flours that provide an ideal foundation for building the reputation of any loaf.



1950

"David Harum" Special Bakers

Made from a carefully selected blend of Dark Hard Winter and choice Northern Spring wheats-DIASTATICALLY BALANCED

STRONG-UNIFORM-EVENLY PERFORMING-FLOUR FOR BAKERS

Milled for Perfection -Not Pricel

"Laboratory Tested For Fine Baking"

Lexington Mill & Elevator Co. LEXINGTON, NEBRASKA

SINCE 1884

FAMILY PATENTS Red Crest White Crest Cake and Pastry Flours J. C. L. Sponge Cracker Flour

The J. C. Lysle Milling Company Leavenworth, Kansa

Lyon & Greenleaf Co., Inc.

High Grade Soft Winter Wheat Flour

LIGONIER, IND. NORFOLK, VA.

Standard Stoker Observes Anniversary of Read Purchase

NEW YORK-Five years ago March 3, the Standard Stoker Co., Inc., Erie, Pa., acquired ownership of the then 38-year-old Read Machinery Co., Inc., York, Pa., one of the pio neer developers of dough mixers and material handling equipment for the baking and food processing industries

Considerable comment was aroused at the time due to the disparity in the two types of companies involved—the parent company, a builder of stokers for steam locomotives, and the new division, a manufacturer of bakery equipment.

The five-year association and its concurrent pooling of design, research and manufacturing facilities has proved successful, according to the parent company's management. In observing the fifth anniversary of the move the company expressed satisfaction with its Read division's progress in the postwar manufacture and sale of bakery and food processing equipment.

During 1949, Standard Stoker acquired manufacturing and sales rights for its Read machinery division to three lines of equipment. These were the dividers, rounders and yeast emulsifiers formerly manufactured by the American Bakers Machinery Co., St. Louis; the line of reverse sheeting molders and molder-panners from H. C. Rhodes Bakery Equipment Co., Portland, Ore., and a roll slicer-packager from Valley Machine Works, Phoenix, Ariz. The Rhodes organiza-tion now acts as Readco distributor in eight western states and four provinces of western Canada.

TO NEW PILLSBURY POST

MINNEAPOLIS-Leo N. Schwinler, formerly credit and office man-ager for the Kansas City branch of Pillsbury Mills. Inc., has been appointed office assistant to the southeast district manager of bakery products sales in Atlanta, according to an announcement by T. S. Holland, district manager. Mr. Schwindler joined Pillsbury in Omaha in 1938 as a clerk and went to Kansas City in 1941.

BREAD IS THE STAFF OF LIFE AMF NAMES TWO DIRECTORS

NEW YORK—George A. Ingalls, comptroller, and John W. Herman, treasurer of Lukens Steel Co., Coatesville, Pa., have been elected to the board of directors of American Machine and Foundry Co., it has been announced by Morehead Patterson, AMF board chairman.



"ECONOMICAL TO OPERATE Bakes Wonderfully"

Minnesota Baker Praises Hubbard Oven Performance

★ From Proprietor Peter Suess of Al's Bakery, Sleepy Eye, Minnesota, comes typical tribute to the performance of HUBBARD OVENS: "This oven has so many features, it is hard to say which is the most outstanding. It is clean. It is very economical to operate. It bakes wonderfully!" Learn more about HUBBARD OVENS' rigid all-steel construction . . . smooth quiet operation . . . precision balanced trays . . . exclusively developed burner equipment. Write for FREE literature.

HUBBARD OVEN DIVISION Illinois Range Company

Factory and General offices: 824 Central Road, Mt. Prospect, Illinois COMPLETE EQUIPMENT FOR THE PREPARATION AND SERVING OF FOOD

entennial FLOURING MILLS CO. GENERAL OFFICES: 340 CENTRAL BLDG., SEATTLE 4, WASH

DOMESTIC AND EXPORT MILLERS . DEALERS IN ALL TYPES OF PACIFIC NORTHWEST WHEAT GOLD DROP PIE and COOKIE FLOUR



Gor More Than 50 Years

These Flours Have Been

Sold on QUALITY ... Not Price

"WINGOLD" "WINONA" "STRONGFELLOW" "BOXER" "WINGOLD" Whole Wheat

"WINGOLD" Wheat Graham

"WINGOLD" Rye Flours—White, Medium, Dark

BAY STATE MILLING CO.

HARD SPRING WHEAT & RYE FLOURS WINONA, MINNESOTA

HERE IS SUBSTITUT FOR QUALITY

M. Lee Marshall

(Continued from page 23)

quence, is deprived of one of the things that a lot of us old-fashioned guys believe is a normal birthright —eating until he can't eat anymore. Not many mothers, these days, can stand by and watch sonny get around three or four or five slices of bread at one sitting. I have never seen any indication at a professional level that mother's horror is based on anything sounder than fashion.

This is undoubtedly the reason why, according to some authorities, most children are under-nourished.

So with the mother watching her figure, and father working in an office, and the youngsters deprived of the bread they want and need, it is understandable that the per capita consumption of wheat flour has fallen off a third.

The coming of all of these so-called refinements of civilization is of more than passing interest to the producers of bread, for bread is an energy food, a solid food, a he-man's and she-woman's food and it is impor-

tantly affected by every one of these drifts toward a more delicate existence.

Sugar Use Up

But to all this we must add another factor. The increase in the consumption of sugar almost matches, over the same period, the decline in the consumption of wheat. Apparently, as our civilization has become daintier, we have moved away from solid foods into anything but solid foods. Folks are eating sweets like crazy and for some reason, sweets and bread seem to be mutually exclusive.

Now you have the situation. The

question is: What are we going to do about it?

Obviously, we are going to have to meet this challenge. The only way open to us is to do a better job of producing a better product. And we are going to have to learn to sell it better than we have ever sold it before.

The first half of the job of meeting this challenge falls right into your lap. You can make our products more attractive to the consuming public—through improved production methods, improved quality and greater food values.

And, to some extent, we must look to you for help in the selling half of the job, because through your work you will be able to develop possibilities for better service, and you can provide us with sound, solid promotional ideas.

Back in the beginning of this article, I said that the continuous improvement of quality is the third problem we will have to meet squarely in the future.

Quality Must Improve

I don't want to labor this point, but I should like to make it abundantly clear that it is impossible to stand still on the quality front. Either you improve your product, or you slide into reverse by default. As I have said before, we have no monopoly on any part of the American family's budget; and even though bread is our most substantial food even though it is a staple, we must never forget that we always have to fight a rear guard action against producers of competitive products who are trying to crowd us out of the market to make room for themselves. There is nothing wrong with that, it is the way this country was built, the way our standard of living was elevated to its present remarkably high level.

And the fact is that quality will prove to be the key to their success. You've still got to build a better mousetrap.

If we don't constantly improve the quality and attractiveness of our products, other products of exceptional quality and attractiveness will overtake us. You have got to look better, do better and be better than the other fellow if you don't want him to get your business.

Gentlemen, there as I see it, is your assignment for the future.

The problems that face us are not going to grow any smaller or easier. It will take an increasing amount of skill to solve them.

Up to this point, with the ingenuity of your technical advances, we have been able to pilot our industry to one of great importance.

Our future is in your hands.

And I can tell you, in all seriousness, that I am optimistic about our future because I know what you

JOINS BROKERAGE STAFF

PITTSBURGH—John 'I'. Sherry, Pittsburgh flour broker, has announced that W. Coburn Sweet, formerly with Cannon Valley Milling Co., is now associated with his office. Mr. Sweet has purchased a house at Beaver Falls and will make his home there.

BREAD IS THE STAFF OF LIFE

23 START AT DUNWOODY

MINNEAPOLIS — Twenty-three men reported for training at the Dunwoody Baking School March 10. The men represented 14 different states and Hawaii.



Grandfather designed it in '91. Everybody said it was great . . . and it

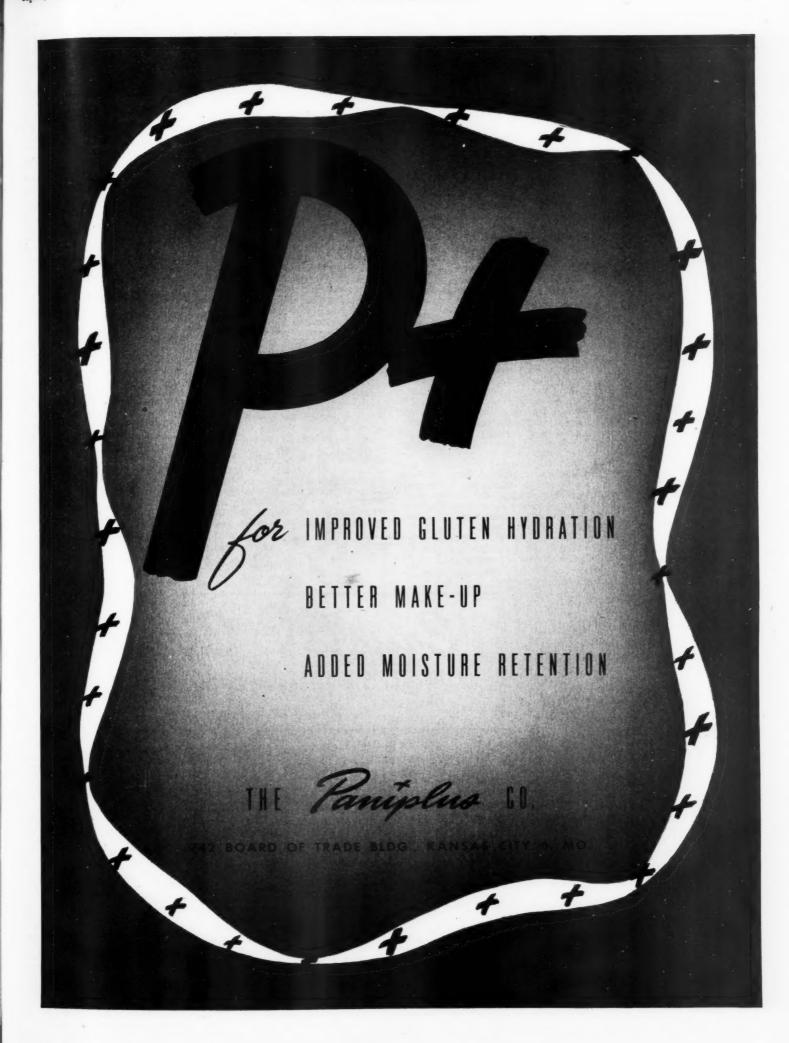
was, in 1891. Nowadays your label has to speak out loud and clear! P/K

quality label printing makes your label more attractive and easier-

to-read . . . and helps make your product easier to sell!



Always Something New



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Bakers' Advertising Invites Tie-ins

Numerous tie-ins with coming advertisements of the Bakers of America Program have been reported by

Walter Hopkins, program director. Leading independent grocer groups are making detailed plans to tie in with the coming sandwich promotion. IGAConsolidated Grocery, National Retail Owned Groceries, Red & White Stores, Cooter & Co., Jewel Tea and others are in-



Bill Lingren

cluded among the actively interested organizations, Mr. Hopkins reports.

The Shipstead and Johnson Ice Follies of 1951 will include a sequence based on bakery foods. Preliminary routines and costumes are being worked out. In return for the cooperation and guidance which will be given to the Ice Follies, bakers will have the privilege of using personalities in the Ice Follies cast in publicity releases.

"We may develop an 'Ice Follies Sandwich' or some other bakery food dish which will be publicized by them in all towns which they play," Mr. Hopkins said.

Complete plans will be announced at a later date.

Peanut butter manufacturers have been told of the bakers' forthcoming peanut butter sandwich ad in June and advised to tie in their advertising and merchandising activities. Quick and enthusiastic response has been received from several, including the larger peanut butter manufacturers. Their full cooperation is anticipated.

A city-wide toaster promotion will take place in Chicago the week of April 9. Conducted by Sunbeam Corporation, demonstrations will be put on in electrical appliance stores. Demonstrations will feature toast and coffee served on the spot.

"This Chicago promotion is the forerunner of a national promotion which will very possibly enter your market area," Mr. Hopkins has advised subscribers to the Bakers of America Program.

Inhibitor Explained to Housewives

Sodium or calcium propionate, a formidable term to housewives, is explained in simple language in the series of current Du Pont "Mycoban" advertisements. Some time ago it was suggested that an effort be made to clarify the meaning of these chemicals, since they are printed on many

bread wrappers. Wholesale bread bakers will be interested in the "Mycoban" ad which appeared in the February issue of Good Housekeeping, one of the series designed to clarify these ingredients.

Army Again Calls on Bill Walmsley

William Walmsley, principal of the American Institute School of Baking, whose wartime service for the Quartermaster Corps gained wide recognition, again has been called upon to assist in a special educational program emanating from the Office of the Quartermaster General. This latest request deals with a training program for the operation, maintenance and repair of mobile bakery equipment, which is one of the largsingle projects ever undertaken by the Quartemaster Corps. It is a culmination of many years of work to perfect a mechanized bakery unit capable of supplying fresh bread to large numbers of men under all conditions and circumstances surrounding field maneuvers.

In 1945, after Mr. Walmsley had returned to the school but still was acting in an advisory capacity to the Army, he worked with Herman B. Levitz, mechanical engineer, Quartermaster General's Office, and other Quartermaster Corps personnel on tests of a newly developed mobile bakery at Ft. Knox, Ky. As a result of the success of these tests, the Quartermaster Corps standardized the equipment and purchased it in limited quantities. Since then, it has followed a course of improving the various components of the unit.

A meeting of engineers and other experts, who have contributed in some way to the development of the mobile bakery unit, was held at the American Institute of Baking last February. Under the direction of Mr. Levitz, this group set up a detailed plan and schedule for a course of instruction on the various phases of the mobile bakery. In addition to Mr. Walmsley, the group consisted of Alexander L. Boyle, supply division of the Quartermaster General's Office; Lt. Col. I. A. Hershey and Major Harold Burritt, Quartermaster School, Camp Lee, Va.; A. E. Hein, chief engineer, Century Machine Co., Cincinnati; E. O. Engels, chief engineer, Baker Perkins, Inc., Saginaw, Mich.; R. H. Burgess and A. P. Strong, Drying Systems, Inc., Chicago, and

Stanley Perry, Breeze Burners, Inc., Chicago.

This pilot course on the proper operation, maintenance and repair of the mobile bakery unit began March 20 at the Quartermaster School, Camp Lee.

Mr. Walmsley will attend the first Camp Lee course to instruct the class in baking procedure and operation of the unit. The remainder of the civilian teaching staff will instruct the mechanical and maintenance phases of the course.

It is believed that this improved mobile bakery unit will be the major equipment used in supplying bread to men on all types of future maneuvers. One platoon of the equipment, which consists of two ovens, is capable of supplying approximately 16,000 lb. bread a day. One company, consisting of three platoons, will produce approximately 48,000 lb. bread a day, enough to feed 96,000 men.

Bakery Engineers Saluted

The bakery engineers and persons allied to the industry were enjoying a Sunday evening dinner in the Marine Dining Room of the Edgewater Beach Hotel in Chicago on the eve of the recent ASBE meeting. George Olsen and his orchestra, featuring Betty Norman, was entertaining. It was nice, Mr. Olsen said, to have the bakery engineers back in town, and in their honor Miss Norman would sing a song especially for them.

She sang: "If I'da Known You Were Comin' I'da Baked a Cake..."

It is a commentary on the sad state of affairs when a baker, trying to get away from it all, is so pointedly reminded of the competition of home baking.

Of course, I suppose Miss Norman sings a song better than she bakes a cake.



Crusts & Crumbs

FROM THE EDITORIAL SLICER

By Carroll K. Michener

WHEN MODERN MILLING BEGAN

—The patenting of the steam engine by James Watt in 1769, and the application of the steam engine to the locomotive by George Stephenson in 1829, mark the real beginnings of modern flour milling. With steam power a flour mill of almost any size could be built and operated anywhere; with rail transportation the products of the mill could be shipped on a competitive basis wherever a market could be found.

It was Watt himself who was largely responsible for the first practical application of steam power to flour milling. In 1783 a company was formed in London to build a large flour mill with power provided by engines built. by Watt and his partner, Boulton; a considerable part of the stock of this company was held by Watt and Boulton themselves. The mill was built on the bank of the Thames near the southeastern end of the Blackfriars' Bridge, and began operation in 1786. It was

equipped with 20 pairs of millstones, each 4½ feet in diameter, and each pair capable of grinding 10 bu. of wheat an hour. The two engines supplying the power were each of 50 h.p. capacity. One important innovation, provided by John Rennie, a young Scotch engineer called in by Watt, was the substitution of metal cogs, shafts and bearings for the clumsy wooden mechanism then universally in use. This detail, apparently small in itself, was destined to have enormously important consequences in the transition from stone to roller milling which was to take place two or three generations later.

● The Albion Mills—The new plant, known as the Albion Mills, was promptly and conspicuously successful, despite the open hostility of all the other London millers. Its flour was of excellent quality, it had the largest capacity of any flour mill then in existence, and, in spite of the inordinately high cost of fuel, it was able to sell its flour at a relatively low price, its large output enabling

it to reduce its profits per sack to a small figure and still make money. Interesting evidence on this point is afforded by a report made by Lord Sheffield in 1800 on the average profits of flour milling. For the 12 years from 1774 to 1785 the average profit of the London millers on a 280-lb. sack of flour was five shillings six pence halfpenny; from 1786 to 1791, while the Albion Mills were running, it was reduced to two shillings tenpence halfpenny; beginning with 1791, after the Albion Mills had been destroyed by fire, the profit per sack advanced rapidly, and for the five years from 1795 to 1799 it was eight shillings eightpence halfpenny.

● Extraction 78.8%—It is also interesting to note the character of the Albion Mills' products, as reported by Samuel Wyatt, manager of the plant, to a parliamentary investigating committee. Reduced to a decimal basis, Mr. Wyatt's figures show that the mill made 78.8 lb. of flour out of 100 lb. of wheat, divided as follows: fine households, 52.7 lb.; sec-

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A new development which greatly ex-tends fermentation tolerance. Provides

more time for "cutting over" or giving dough extra punches. If you want a flour which will stand abuse, write or wire

NEBRASKA CONSOLIDATED MILLS COMPANY

OMAHA, NEBRASKA

FORBES BROS .-CENTRAL MILLS CORP.

Over 60 Years Experience **Making Quality Products**

4-B EXTRA FANCY CORN GRITS CORN BRAN CORN MEAL HOMINY FEED

Box 886 Topeka, Kas. South

King Milling Company

High Grade Michigan Soft Wheat Flour, Plain and Self-Rising Successful Millers for Fifty Years

LOWELL, MICHIGAN

"RUSSELL'S BEST"

"AMERICAN SPECIAL"

Our mill is located in the high protein wheat district of central western Kan-sas, and secures most of its wheat directly from growers.

RUSSELL MILLING CO., Russell, Kansas

The Williams Bros. Co.

Merchant Millers KENT, OHIO, U.S. A.
Specialists Ohio Winter Wheat Flour
All our wheat is grown on "Western
Reserve" and bought from the growers at elevators we own and operate.

Pfeffer Milling Company

Manufacturers of Pure High-Grade
Winter Wheat Flour
unds: Lebanon Bell, LEBANON,
ke White, Fluffy Ruffles
LLL
Member Millers' National Federation
Capacity: 1,100 Sacks Daily

Victor-Champion-Frost King-Headliner

Family Flour De Luxe

THE CRETE MILLS

CRETE, NEB.

Snow Lily

Fancy Short Patent
Bliscuit and Pastry Flour
ENNS MILLING CO., Inman, Kan. Southern Regional Office 933-35 Exchange Bldg., Memphis, Tenn.

"DIAMOND D"

A High Grade Baker's Spring Patent Milled Under Laboratory Control from Montana Spring Wheat

Sheridan Flouring Mills, Inc. SHERIDAN, WYOMING

onds, 15.7; thirds, 6.6; fourths, 3.8. The feed was divided into 5.2 lb. of fine pollard, 2 of second pollard, 1.5 of third pollard, 6.8 of house pollard, and .9 of bran.

It is generally believed that the fire which destroyed the Albion Mills on March 3, 1791, was of incendiary origin, and the plant was never re-built; the principle, however, had been successfully demonstrated, and it was not long before steam-driven mills began to appear at various places both in England and on the Continent.

Emily Post says it's all right to use a small crust of bread to push food onto the fork. To a quibbler who thinks such pushing is proper only for the last mouthful or two, Emily answers that although usually only the last few bits on the plate present any difficulty, the bread pusher is appropriate "whenever necessary." Now lift your fork and keep your eye peeled for an upturn in flour and bread consumption figures.

Wheat was a direct gift of the gods among the Egyptians and Greeks, and for the Chinese wheat was a grant from heaven, celebrated by an annual sowing by the emperor, custom introduced by the semimythical Shen-nung.

BREAD IS THE STAFF OF LINE

A. F. PILLSBURY DIES

MINNEAPOLIS - Alfred Fiske Pillsbury, aged 80, a director of Pillsbury Mills, Inc., and a lifelong leader in Minneapolis civic and cultural circles, died March 12. He was the son of John Sargent Pillsbury, former governor of Minnesota and cofounder of the Pillsbury enterprise. For 30 years he served as the company's treasurer.

BREAD IS THE STAFF OF LIFE

NAME CONVENTION DELEGATES

ROCHESTER, N.Y.-Delegates to the annual convention of the New York State Association of Manufac-turing Retail Bakers to be held in Brooklyn, May 14-16, were appointed at March 13 meeting of the Rochester Master Bakers Assn. in Colonial Inn, Empire Blvd.

READ IS THE STAFF OF LIFE-

1 A COMPLETE FLOUR SERVICE

- Hard Spring Wheat
 - Hard Winter Wheat
 - 100% Whole Wheat
 - Cake Flours
 - Pastry Flours

RUSSELL-MILLER MILLING CO.

MINNEAPOLIS 1, MINN.

Millers of OCCIDENT, AMERICAN BEAUTY and other bakery flours to fit every formula

Questions and Answers

A SERVICE FOR BAKERS

Conducted by

Adrian J. Vander Voort Technical Editor of The American Baker

The American Baker, without cost to its subscribers, offers through Mr. Vander Voort, technical editor of The American Baker and head of the School of Baking, Dunwoody Industrial Institute, to answer and analyze production problems. Samples of baked goods should be sent to Mr. Vander Voort, Dunwoody Industrial Institute, Minneapolis, where the laboratories and facilities of the school are at the disposal of the readers of The American Baker; communica-tions should be addressed to The American Baker, 118 South Sixth Street, Minneapolis, Minnesota.

Whipped Cream Frosting

I am making a wedding cake which has to have a whipped cream frosting, and I am having trouble with it. I find that I have no trouble spread-ing the whipped cream but as soon as I use it for decorating it gets very buttery and will not hold its shape. Is there anything I could use to avoid this?—C. M., Conn.

Very frankly, whipped cream does not lend itself readily for decorating purposes. I would like to suggest the following formula which can be used for decorating. This is not a whipped cream but a butter cream icing which is a very close imitation.

Mix together:

1 pt. egg whites

5 lb. powdered sugar

Then add:

2 lb. sweet cream butter 2 lb. hydrogenated shortening Vanilla to suit

Beat this up to the desired consistency.

Sand Torten

I would like a formula for sand torten.—J.F., Ill.

The following formulas may be what you are looking for.

SAND TORTEN (NO. 1)

Beat together:

2 lb. whole eggs

1 lb. yolks 1 lb. 12 oz. sugar Vanilla to suit

Sift and fold in carefully:

1 lb. 12 oz. cake flour

Then stir in carefully:
1 lb. 4 oz. butter (warm 140150° F.)

Deposit into torten rings and bake at about 360° F.

SAND TORTEN (NO. 2)

Cream together:

1 lb. butter 1 lb. cake flour

Stir together:

1 lb. eggs 1 lb. sugar

Add this to the creamed mass grad-ually. Then add lemon and vanilla to suit. When thoroughly creamed, fill into torten rings with a large tube in the center. These should be greased and dusted. Bake at about 350° F.

"CREMO"

Just the Cream of Hard Wheat

ALSO SEMOLINAS

CROOKSTON MILLING COMPANY CROOKSTON, MINN.

KING'S FLOURS

are Made in Minnesota ... and Nowhere Else

MINNESOTA . . . the state that has made MORE FLOUR than any other state in the Union.

MINNESOTA . . . the state that makes the BEST FLOUR in the world.

Buy flour that is guaranteed "Made in Minnesota"

H. H. KING FLOUR MILLS COMPANY MINNEAPOLIS, MINNESOTA

Acceptance of Brown 'n Serve Grows, General Mills Reports

MINNEAPOLIS-Taking stock of Brown 'n Serve four months after its release to the bakery trade, General Mills, Inc., reports that acceptance of the process is so strong that it is

st spreading to foreign countries. Bakers in Mexico and Canada have joined their American tradesmen in offering the product which is finished in the home. Others in Puerto Rico, New Zealand, Australia and England

have made inquiry. There are indications that Brown 'n Serve rolls will oon be offered in Holland, South

Africa and Norway as well.
G. Cullen Thomas, vice president in charge of products control; E. L. Schujahn, manager of general flour sales, and Ralph Herman, in charge of bakery sales service, all agreed the Brown 'n Serve record to date is one of overwhelming acceptance.

"It is no overstatement to say that Brown 'n Serve has spread like a prairie fire," Mr. Thomas said. "In four short months Brown 'n Serve products have won acceptance from bakers in every state in the union.

Big Part of Volume

Mr. Schujahn pointed out that in many areas Brown 'n Serve volume is a substantial, and in some instances a dominant part of the baker's sales volume.

"It is our belief that Brown Serve has done something for the milling and bakery industries that we have sought to accomplish for

"GOOD PACKAGE DESIGN

starts from the INSIDE OUT"

FRANK GIANNINOTO

outstanding package designs)

Proper

packaging

protects

PROFITS

as well as

FRANK CHILSON

(Internationally known packaging engineer)

PRODUCTS"

(Nationally known for his

a long time," he said. "We hope it will permanently boost the per capita consumption of flour in this country.

There is little evidence that Brown 'n Serve has appreciably disturbed existing bakery trade, and there is every indication that it has boosted total sales, Mr. Schujahn said. He expressed hope that the industry industry would continue to maintain plus quality on Brown 'n Serve products and to offer them in attractive, sanitary packages. This will mean that customers will become steady customers, he added.

Mr. Herman paid tribute to the bakery trade publications for carry.
ing the message of Brown 'n Serve to the industry rapidly and efficiently,

"Much of the credit for the immediate success of this revolutionary process is due to the trade publications and also to the concentrated advertising on the part of the bak. ery trade and our company," he said.

Repeat Sales Important

"The test of any new product is

is marketed aggressively."

General Mills, which perfected the process and gave it to the bakery trade in November, 1949, reports that in four months it has distributed to bakers more than 26 million printed instruction inserts to be included with Brown 'n Serve packages. It is estimated that another 15 million inserts

not in its initial sale, but in the answer to the question of whether the customer will come back-whether he will repeat. It is encouraging to know that Brown 'n Serve is holding its initial business level and is repeating and building wherever it

have been printed by individuals.

Manufacturers of cellulose paper

and cardboard containers, both used in merchandising Brown 'n Serve products, reported an unprecedented "run" on their merchandise, General Mills said, and two large producers of cellulose products have been hard pressed to keep up with demand.

BEAD IS THE STAFF OF LIE

COMMANDER-LARABEE MILL AT BUFFALO WILL CLOSE

MINNEAPOLIS - Commander-Larabee Milling Co. has announced that within about 30 days the Bufalo, N.Y., plant of its subsidiary company, the Buffalo Flour Mills Corp., will be closed.

This action, it is explained by Ellis

D. English, president of Commander-Larabee, is being taken as a major step in the company's adjustment to postwar conditions within the flour milling industry, which is confronted with a competitive situation calling

for the elimination of excess capacity.

"This certainly does not mean," said Mr. English, "that we are going out of the spring wheat milling business. Our over-all operation will be

the same as before.

The Buffalo mill is of 10,000 sacks daily capacity. Its elimination will reduce Commander-Larabee operating capacity to 36,360 sacks daily. This reduction displaces Commander-Larabee as third largest milling company in the U.S., a position now oc-cupied by International Milling Co., with total capacity of 55,900 sacks daily. Russell-Miller Milling Co., since the recent acquisition of the Minot (N.D.) Flour Mill Co. plant, has a total capacity of 42,000 sacks. Colorado Milling & Elevator Co., Denver, states its total capacity as 36,800 sacks.

Harold P. Bell is vice president and manager of Buffalo operations. Perry Putnam is superintendent of the Buffalo plant and M. W. Shero is chemist. There are about 170 employees.

"A good package **PROTECTS** and SELLS"

Says JIM NASH (Creator of the famous 'Flying Red Horse')



"A first look can sell a product but the

FIRST TASTE MAY KILL IT"

Says DR. L. V. BURTON (Noted technical authority on foods and Executive Director

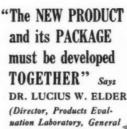
of the Packaging Institute)

The men who create sales-winning packages know that product protection must be built into the package first. Eye-appeal makes impulse sales, but repeat sales depend upon whether your product pleases the consumer.

Check the sales leaders in field after field and you will find well-designed packages ... and over and over again, you will find a Riegel paper inside for product protection. Many other Riegel papers are designed for flexible packages, for laminates, for outer wraps and for almost every requirement in protective packaging,

Tell us your needs, and we believe we can offer you a paper that will do your job . . . efficiently and economically.

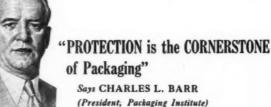
RIEGEL PAPER CORPORATION 342 Madison Avenue, New York 17, N. Y.





'Good packaging starts with ENGINEERING" Says

C. A. SOUTHWICK, Jr. (Packaging Engineer and Technical Editor of "Modern Packaging")





"A GOOD Package Design is MORE than art-work"

Says EGMONT ARENS (One of America's top-flight package designers)



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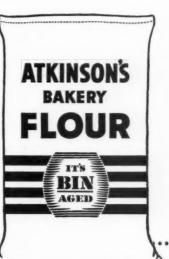
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... and for drinks to taste alike



But flows have to BE ALIKE!





That's why Atkinson takes 3 extra steps...



AND IT'S
BIN CHECKED

Every precaution that every miller takes, we take too.

Then we go three steps further to make dead certain that every sack of Atkinson flour is exactly like the last batch of the same type.

EXTRA STEP No. 1 is precise milling accuracy. Our 50,000 cwt. bin capacity enables us to make long runs of particular flour types, gives ample time for hairline adjustment.

EXTRA STEP No. 2—we make a special

bake test as the flour goes to the bins.

EXTRA STEP No. 3—we bake test again and make a chemical analysis just before delivery.

Atkinson can freely guarantee that the flour you buy this time will be exactly like the kind you bought before. And remember, too, that this flour comes to you fully aged, ready to go in production—another Atkinson plus.

Switch to Atkinson—the truly uniform flour—IT'S BIN-AGED*.

ATKINSON MILLING COMPANY

MINNEAPOLIS, MINNESOTA

*TRADEMARK REG. U.S. PAT. OFF.

Dry Milk Group Aims at Doubling **Domestic Sales**

mination to "double domestic sales" and thus move into consuming channels the huge surplus stimulated by World War II was the slogan of leaders at the American Dry Milk Institute, Inc., National Western Meeting Feb. 27-March 1, the first such meeting west of the Rockies since 1936.

Harry R. Leonard, St. Paul, Minn., chairman of the board of the institute, opening the session, said the same sort of effort put forth during the early history of the American Dry Milk Institute would solve the present problem.

When the institute was organized in 1925, he said, production was only 100 million pounds and some of that was so-called surplus. In the intervening years, the institute had de-

veloped at the outbreak of World War II domestic markets for nearly a half billion pounds. Now production, stimulated by the war, is nearly a billion pounds and markets are being found through the institute for this greatly increased production.

The vital necessity of increased sales effort was emphasized by B. W. Fairbanks, Chicago, executive officer of the institute. He said:

"Unless profitable commercial outlets are found for present production of nonfat dry milk solids, the industry faces a time when markets for dry milk solids will be demoralized as never before in its history. These markets can be developed through persistent sales promotion effort by every segment of the industry."

Paul Young, San Francisco, president of Golden State Co., Ltd., said

the industry's growth has not been sustained by consumer demand.

"The government has bought nearly half the production. (Total production of nonfat dry milk solids for 1949 about 900 million pounds.) I am convinced we cannot indefinitely produce twice our commercial requirements, clutching the purse strings of Uncle Sam."

This point was also emphasized by E. M. Norton, assistant director, Dairy Branch, U.S. Department of Agriculture, Washington, D.C.

Market Expansion

L. Hamilton, Challenge Cream & Butter Assn., spoke on market ex-pansion for the promotion committee of the institute. Others speaking on the subject included Frank D. Stone, Land o' Lakes Creameries, Inc., Minneapolis, Victor E. Marx, American Dry Milk Institute, Chicago, Henry T. Meigs, West Coast representative, and Gilbert C. Hallawell, Golden State Co.

READ IS THE STAFF OF LIFE-PICTURES SHOWN

CALGARY-Three motion pictures were the features of a recent meeting of the Bakery Production Men's Association of Calgary. "Holiday Happiness" and "Golden Glory" were shown by Standard Brands, Ltd., and "Jungle Bread" was shown by Mc-Gavin's, Ltd. Members of the Master Bakers Association of Alberta were also in attendance



Western Milling Co.

MONTANA SPRING WHEAT PATENT FLOUR
BLUI-STEM-PATENT FLOUR
FINEST SOFT WINTER WHEAT PATENT FLOUR
General Offices: Walla Walla, Washington

CHIC PATTERNS for SLICK CHICKS

MENTE DAINTY PRINTS INCREASE YOUR SALES!

Smart housewives like these fresh, well-styled patterns for all sorts of personal and household use. . . . They make durable, attractive bags for flour and feed. . . . With easy-to-remove labels put on with special adhesives, they build repeat business and assure satisfied customers. . . .

WRITE, WIRE OR PHONE FOR LATEST QUOTATIONS

MENTE & CO., Inc.

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Harper's Article Attacks Bread; AlB Rebuts

AIB Official Writes Harper's Editor-in-Chief

Following is the text of the Feb. 23 letter from Howard O. Hunter, executive vice president of the American Institute of Baking, to Frederick L. Allen, editor-in-chief of Harper's Magazine:

'There have been several attempts to make a complete food out of the bread we eat by using substantial amounts of soya flour, brewers' yeast, milk or other nutritious ingredients, and the fact that the resulting bread is a complete food has been demonstrated by maintaining rats on a diet consisting solely of the improved bread. Dr. McCoy has demonstrated that his 'yardstick' bread furnishes all the food essentials required by the rat and is therefore a well-balanced rat food.

"In the developing of a feed for animals, it is necessaary to incorporate in the feed all of the nutrients essential to the animal for which the feed is intended. Domesticated animals have no opportunity to select and eat a variety of foods and, there-fore, the single food developed for them must constitute a complete diet. No food eaten by humans, including the more expensive foods such as milk and meat, will by themselves fulfill the nutritive needs of the people. People choose a variety of foods which complement one another. If wisely chosen, this process assures an adequate diet. Neither milk nor bread need be made a complete food except for those cases in which milk or bread must be the sole article of diet because of some individual's physical disability, or because extreme poverty would make it impossible to obtain an adequate diet through the selection of a variety of foodstuffs.

Nutritive Value Increased

"Commercial enriched bread may hold its head high in any discussion on nutritive value. Bread has increased its nutritive value through the years because of increased use of milk, because of the use of calcium salts as yeast foods or dough improvers, and because of enrichment. Modern bread formulae contain on the average 4% nonfat milk solids, substantially more milk than grandma used, and more than was used by the commercial baker before the war. At the present time the baker uses 65% of the nonfat milk solids produced.

"Should the population become conditioned to the flavor of the products made from soya flour, the baking industry undoubtedly will ask for permission to include soya flour in the enriched bread formula. Until that time, however, it would be impossible for the baking industry to exist manufacturing a product that the consumer does not like and will not eat. One of our large baking companies attempted to merchandise a bread containing soya flour and, despite an extensive advertising campaign, the sales of this product dropped off to the point where it had to be discontinued. Bakers have experienced the same difficulties with whole wheat bread, but at the pres-

ent time bake sufficient whole wheat bread to satisfy the demands of the consumer.

" 'Native and foreign gourmets, who hurl scurrilous epithets on American bread' prefer the European breads which are made without milk and with little or no shortening. Such breads definitely possess less nutri-tive value than the bread for which the gourmets lack respect. Gourmets have never been known as advocates of whole wheat bread but have expressed a preference for white flour products since ancient times. White flour through the centuries has been made with stone milling methods and bread made from it has been pre-ferred to bread made from whole grain flour. Grandma produced bread from such white flour made by the local miller when she could afford it. The roller mill process did not intro-duce white flour to the consumer but did make it possible for the miller to produce more white flour from a given amount of wheat and have less animal food to dispose of to the farmer.

Competition Explained

"The competition within the commercial bread industry is not between the chemical industries and the farmer, but between groups within agriculture itself. The dairy interests, the shortening interests, the farmers who grow corn and the farmers who grow soya bean vie with one another for a substantial part of the bakers patronage, because the commercial production of 15 billion pounds of bread per year represents a substantial market for agricultural products.

"If all of the chemicals that have been discussed in the bread standards hearings were to be permitted in the bread standards, the products of the chemical industry (except salt) would amount at most to 1% of the weight of the loaf, and in 100 lb. bread would replace only 1% of the farmers' products. However, when a bread formula containing no milk is changed to include 6% milk, the milk in actuality replaces about 7% of the flour and other agricultural ingredients from which bread is made.

Milk Increase Expected

"It is visualized that the use of milk in commercial bread, which has increased with the years, will continue to increase. It is also visualized that as the people become conditioned to the newer food products, such as soya flour, more of it will find its way into the bakers' formulae. In the meantime, enriched bread with its high nutritive value will continue to serve as one of America's most economical sources of many of the food essentials and in a variety of forms to satisfy the tastes of the American people."

Following is the text of the March 14 letter from Mr. Allen to Mr. Hun-

"Thank you for your letter, which I should have acknowledged long ago.

"We are going to publish it in the Letters column in the April number of Harper's with a brief rejoinder by Mr. Rorty, to whom we have shown the detailed comments on the

"I am much obliged to you for complying with our suggestion so promptly and helpfully."

AIB Answer Is Close Analysis of Rorty's Text

The American Institute of Baking has released an answer to the article on bread entitled, "Bread, and the Stuff We Eat," by James Rorty, which appeared in the March issue of Harper's Magazine. The rebuttal was prepared as a paragraph-by-paragraph analysis by Dr. William B. Bradley, scientific director of the AIB. Complete text of the analysis follows:

Although the article in the main is directed toward the nutritional value of commercial bread and the substitution of agricultural products by chemical ingredients in bakers' formulas, the opening paragraph is concerned with the opinion of bread as expressed by "native and foreign gourmets." Gourmets have generally expressed their preference for the hearth-type breads, which generally are made from white flour with no milk and little or no fat in the formula. They definitely lack the food value that has been established for ordinary commercial pan bread.

The paragraphs of this article have

The paragraphs of this article have been numbered, and the numbers used in the following comments refer to the paragraphs as they are numbered.

Paragraph No. 2-There is no evidence that the white bread of com-merce has tended to get worse in nutritive value; in fact, the evidence points to the contrary. Bread of several years ago was made with 1% ss yeast and contained little or no milk solids or agricultural prod-ucts other than flour and possibly sugar and a minimum of fat. Throughout the years, the use of milk and shortening has steadily increased, except during the war years when these ingredients were available in only limited amounts. A survey conducted by these laboratories indicates that the average baker's formula at the present time contains about 4% nonfat milk solids, which corroborates the investigation made by Hugh L. Cook at the University of Wisconsin. This is more milk than was used before the war and is certainly more milk than grandma generally used.

Paragraph No. 3-It is not clear as to what the author means by the statement "running a couple of laps behind grandmother, both in the quality of their product and in what costs to make and distribute it." If the author is referring to the nu-tritive value of the bread when he refers to quality, he is wrong. Modern bread has higher nutritive value than grandma's bread because it is made from a formula using more milk, more fat and more yeast than grandma's and includes calcium salts in the form of yeast foods and dough improvers, and is enriched. Grandma's bread was made from white flour (which was not enriched), when she could afford it, and contained little or no milk and no added calcium salts to assist in the handling of the dough. Grandma had no distribution costs, since she baked her own bread and used it in her own kitchen. She did not have to advertise it since the odor of the fresh-baked bread advertised it for her. If she were to pay herself the minimum wage required by law, the bread she made would have cost her many times what she would have to pay for the same bread in the store.

Paragraph No. 4-The stone-ground flour which grandma used is comparable to the present day roller-milled flour in composition. White flour may be traced back to ancient times and was not made possible by the development of the roller mill. The roller mill only made it possible to produce more white flour from less thereby producing less animal feed and more food for human consumption. A review of grandma's recipes reveals that she used less yeast, shortening and milk than are used in commercial bread. She used no more eggs than are used in commercial egg bread. Could it be that the village doctor noted "that the whiter the bread, the more illnesses in the family," because there was such a differential between price wheat flour and white flour that the white bread was eaten mainly by the higher income families-those who could afford to call the doctor for relatively minor illnesses-and not because the white bread per se was in any way responsible for the illnesses?

Paragraph No. 5—Again there appears the statement that the commercial baker uses less milk than

(Continued on page 76)

(See Editorial on Page 9)

EDITOR'S NOTE: The March issue of Harper's Magazine contained an article on bread entitled, "Bread, and the Stuff We Eat," written by James Rorty. The article, which extensively criticizes the white bread being marketed by commercial baking companies, was printed despite the protests of the American Bakers Assn.

The American Institute of Baking has prepared an answer to the article, which appears in adjoining columns. It is of interest not only because of its specific purpose, but also because it contains much information which should be at the fingertips of those in the baking and allied industries for use as rebuttal to future attacks on commercially-baked white bread. This paragraph-by-paragraph analysis of the Harper's story was prepared by Dr. William B. Bradley, scientific director of the AIB.

Also appearing in adjoining columns is a letter from Howard O. Hunter, executive vice president of the AIB, to the editor of Harper's Magazine, sent at his request, which will be published in the April issue of Harper's with a

at his request, which will be published in the April issue of Harper's with a brief rejoinder by Mr. Rorty.

James Rorty is a professional writer living at Flatbrookville, N.J. He was born at Middletown, N. Y., March 30. 1890. He received a bachelor of Arts degree from Tufts College in 1913. He has experience as an advertising copy writer, newspaper and magazine writer and editor and author. He is the co-author, with Dr. N. Philip Norman, of the book, Tomorrow's Food, published in 1947. He is a frequent contributor to Harper's, Collier's, New Republic, New Leader and other magazines, and has frequently written on various aspects of nutrition.



PRIZE-WINNER—Shown above examining the prize-winning formula in the recent Pillsbury \$10,000 Grand National Bakers Formula Hunt are, left to right, H. J. Patterson, Pillsbury Mills, Inc., Minneapolis; John Roth, St. Louis Baker who won the \$2,500 grand prize, and Frank Jungewaelter, Associated Retail Bakers of America, Chicago, one of the judges in the contest. In the foreground is an un-iced version of the winning product—a Royal Macaroon Cake.

Royal Macaroon Cake Formula Wins Pillsbury Contest Award

MINNEAPOLIS—John Roth, head baker in the Fred Harvey Bake Shop, St. Louis, has won the grand prize of \$2,500 in Pillsbury's \$10,000 Grand National Formula Hunt for bakers. This was announced by Philip W. Pillsbury, company president, in St. Louis, where he awarded Mr. Roth the check.

Mr. Roth submitted a formula for Royal Macaroon Cake. This formula, together with other winning formulas from the contest, has been declared secret by the company until they are published in a "\$10,000 Formula Book" for bakers.

First place winners of the four classes in which judging was done were: Bread—Carl A. Nichols, Old Pueblo Club, Tucson, Ariz.; cake—Valerian Kubisiak, Bake Rite Baking Co., Stevens Point, Wis.; pie—George H. Medlin, Wasser's Vienna Bakery, Washington, D.C., and sweet goods—Ervin Wagner, Wagner's Bakery, Louisville, Ky.

They will receive a \$600 scholarship to any baking school in the U.S., or \$500 in cash, whichever they pre-

Runners-up in each class received a check for \$100 each. They are as follows:

Bread—Paul H. Helms, Helms Bakeries, Los Angeles; J. Kaltenbach, Kaltenbach's Better Bakery, Scranton, Pa., and Richard M. Gheen, Tops-All Bakery, Canton, Ohio.

ton, Pa., and Richard St.

All Bakery, Canton, Ohio.

Cakes—Alexander Barclay, Malnight Bakery, Kalamazoo, Mich.;

Frederick Gunz, Housewife Bakery,

Erie, Pa., and Oscar W. Swan, Rotary Baking Co., Everett, Wash.

Pies—E. Van Olst, Federal Bake Shop, Davenport, Iowa.; Herman R. Kaegler, Danish Pastry Shop, Portland, Maine, and John W. Turner, Turner's Pastry Shop, DeLand, Fla.

Sweet goods—Raymond M. Krumm, Krumm's Bakery, Elgin, Ill.; Hans A. Raiger, Urbauer's Bakery, Chicago, Ill., and Ernest Hench, Blue Ribbon Bakery, Fremont, Ohio.

bon Bakery, Fremont, Ohio.

The remaining 104 of the 121 award winners will receive a wrist watch.

The contest, which began at the end of last year, brought forth thousands of formulas from all parts of the U.S. The contest was designed to bring out formulas of the most use to the baking industry, and then make them available in a formula book as a service to the nation's bakers, according to Pillsbury Mills.

Six leading bakery technicians and

Six leading bakery technicians and educators judged the contest recently. The formulas were identified only by code number when submitted to the judges.

At the close of the contest, Harvey J. Patterson, division vice president, bakery products sales, reminded bak-

BISCUIT GROUPS PLAN ANNUAL MEETINGS

CHICAGO—The annual meetings of the Biscuit and Cracker Manufacturers Association of America and the Independent Biscuit Manufacturers Co., Inc., will be held at the Drake Hotel, Chicago, May 22-25.

ers that the formula book would be published soon.

"In this way Pillsbury will become the clearing house for outstanding formulas on behalf of the baking industry," he said.

A two-page, four color ad in Life magazine will appear May 29 featuring a huge promotion around some of the baked goods that won awards in the contest.

"Through this, bakers generally will have the opportunity to capitalize on the consumer interest developed by tie-ups in their own promotions of these appealing baked goods," Mr. Patterson said.

BREAD IS THE STAFF OF LIFE

400 Attend Four Regional Meetings in Minnesota

MINNEAPOLIS — Four regional meetings sponsored by the Associated Bakers of Minnesota during March drew more than 400 bakers and allied men, it has been reported by J. M. Long, secretary of the association.

The meetings were held at New Ulm March 15, at St. Paul March 16, at St. Cloud March 21 and at Duluth March 23. The St. Paul meeting was co-sponsored by the Associated Bakers of St. Paul and the Associated Bakers of Minneapolis, and the Duluth meeting was co-sponsored by the Duluth Retail Bakers Assn.

Feature of the programs, which were similar at each meeting, was the display of bakery products prepared by five servicemen. Several new Easter novelties highlighted the presentation. Charles Keeney, Procter & Gamble, Chicago, served as chairman of the servicemen's part of the program. Also participating were Rodger Hopper, Swift & Co., Chicago; W. D. Kent, Anheuser-Busch, Inc., St. Louis, and M. J. Palmer, Procter & Gamble, Cincinnati.

Cooky Demonstration

Otto Lindstrom, Racine, Wis., representing Karp's Upper Midwest Bakers Supplies, Inc., Minneapolis, demonstrated the method of producing cut-out cookies by means of the "Decko-Mat."

Four speakers appeared on the various programs. Len P. Kenney, Red Star Yeast & Products Co., St. Paul, reported on the recent annual meeting of the American Society of Bakery Engineers, with particular emphasis on the report presented on partially-baked products.

Bert Cernaghan, Brechet & Richter, Minneapolis, discussed recent surveys of the buying habits of U.S. consumers and analyzed the percentage of the food dollar being spent for bakery products. He urged individual bakers to conduct surveys in their own market areas to guide them in their operations.

John P. Garrow, Chapman & Smith Co., Chicago, president of the Allied Trades of the Baking Industry, reviewed the price situation in regard to bakers' supplies and pointed out that the bakers' suppliers have no control over the current upward trends. He urged increased attention to merchandising on the part of the individual baker as a means to insure sales success.

W. E. Lingren, The American Baker, Minneapolis, reported on the current position of the new Brown'n Serve process on a nationwide basis and reviewed production and mer-

chandising suggestions for use with the process.

Talks on Sanitation

At the St. Paul meeting, Henry J. Hoffman, Minnesota State Department of Agriculture, Dairy and Food, St. Paul, addressed the bakers on the subject of bakery sanitation. Lloyd Kolby, Kolby Bakemasters, St. Paul, and Ove Mathisrud, Mathisrud Bake Shop, Minneapolis, also spoke in their capacities as presidents of the St. Paul and Minneapolis bakers' groups, respectively.

At the Duluth meeting, Herb Gustafson, Gustafson's Bakery, Duluth, addressed the meeting as president of the Duluth group.

the Duluth group.

Coffee and refreshments following the meetings were presented through the courtesy of the Minnesota Allied Trades of the Baking Industry. E. T. Le Mire, International Milling Co., Minneapolis, president of the Minnesota allied group, was in charge of the arrangements.

BREAD IS THE STAFF OF LIFE-

"RAISIN REASON" CONTEST DRAWS 120,000 ENTRIES

FRESNO, CAL.—More than 120,000 entries were submitted by contestants in the California Raisin Advisory Board's \$21,825 "Raisin Reason" contest which closed at midnight March 18. This promotion, aimed at increasing raisin bread consumption throughout the country, was termed a huge success by its sponsors. It was originally estimated that 50,000 entries would be a satisfactory return for a contest of this type.

Entries were received from every state in the U.S. as well as Canada, Alaska, Newfoundland and Hawaii. Contestants from the state of California submitted the largest number of entries, closely followed by Ohio, Michigan, Illinois, Pennsylvania and Wisconsin.

All contest entries are being judged by the Reuben H. Donnelly Co. of Los Angeles, a professional contest judging firm. It is expected that the judging will be completed and winners announced sometime late in April.

BAKERS CLUB PLANS FIRST GOLF OUTING

READ IS THE STAFF OF LIFE-

NEW YORK—The season's first golf party of the Bakers Club, Inc., will be held April 18 at the Garden City (L.I.) Country Club, through the courtesy of J. H. Blake, R. W. Broadwell, E. B. Nicolait and H. J. Scholes.

The other dates on the schedule are May 9 at Baltusrol Golf Club, June 13 at Knollwood Country Club, July 11 at Winged Foot Golf Club, Aug. 9 at Ridgewood, Sept. 26 at Hackensack and Oct. 26 at the North Hills Country Club.

The Philadelphia Bakers Club outing, in which eastern bakers' clubs compete for the "Lee Marshall Cup II," will be held at the Monmouth Hotel in Spring Lake, N.J., this year, instead of Wernersville, Pa., and the tournament will be played at the Manasquan Country Club.

-BREAD IS THE STAFF OF LIFE-

ALBERT T. SWANSON JOINS RED STAR YEAST

OMAHA—Albert T. Swanson, Harvey (N.D.) Superior Bakery, has joined the staff of the Red Star Yeast & Products Co. as a serviceman. He will serve his territory from head-quarters in Omaha.

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Legislators Sample More-Flour Bread

BREAD MADE WITH 16% MORE FLOUR SHIPPED TO CAPITAL

Wheat-State Senators and Representatives Sponsor Distribution—Partial Answer to Wheat Surplus Seen Possible in New Idea

By JOHN CIPPERLY

Washington Correspondent of The American Baker

WASHINGTON-The House and Senate restaurants March 22 featured samples of the newly-developed bread

containing 16% more flour. Wheat-state senators and representatives spon-sored the lunchdistribution eon distribution of 500 loaves of the bread after it had been flown to the nation's capital from Hutchinson, Kansas. Mounting wheat



surpluses and the reported per capita decline in flour consumption in the U.S. whetted the interest of the wheat-state legisla-tors, who hoped that part of the answer to these problems might be found in the new bread formula.

The idea was introduced recently

in western Kansas by Morris Coover, Kinsley (Kansas) business man, who accompanied the shipment to Washington. He has turned the promotion of the project over to the Western Kansas Development Assn., of which Robert Bird is executive secretary with headquarters at Garden City, Kansas. The bread distributed here was baked by the bakery division of J. S. Dillon & Sons Co., Hutchinson (Kansas) chain store. The principal change in the more-flour formula is the inclusion of 110 lb. of white flour and 6 lb. of whole wheat flour, compared with 100 lb. of white flour in the formula for the standard loaf.

On the surface Mr. Coover appeared to have provided a very simple answer to the wheat surplus problem: Put more flour in bread.

The Dillon loaf, baked along the lines suggested by Mr. Coover, was palatable bread. It could be buttered generously without crumbling and then folded, sandwich style, for eat-

One Washington baker pointed out that the Coover idea could have been accomplished by the Dillon bakery without the addition of 16 lb. more flour to the original bread formula. Rather than adding flour, this opera-tor said all he needed to do was to reduce the water content.

It was also noted that the Coover formula, with the greater flour content in the dough mass, tends to reduce the shortening and milk and sugar content of the finished loaves, since no increase in these ingredients is provided to compensate for the increased amount of flour.

Should the Coover idea take hold it would unquestionably expand the use of flour considerably, a point which bakers and millers understand. The significant thing about the Coover idea is that it is another sign of private initiative's ability to explore new avenues of approach to existing problems. It indicates an awakening interest in the problem of disposing of our wheat surpluses. Each slight gain will lead others to attempt further experiments.

A Simple Idea

Mr. Coover's idea is a simple one. Sparked by a taste memory, possibly the most impelling factor in the sales of food products, Mr. Coover has tried to recapture the type of bread he remembers eating as a youth. He has by-passed the chemists' laboratories and the technician's control towers and asked only that more flour be

put into a loaf of bread.

The advent of the more-flour bread comes at an auspicious time when Congress has been viewing the baking industry with a critical eye. This criticism has been directed at the alleged substitution of synthetic products for those of the farm by the baking industry. A Senate Agriculture Subcommittee, under the chairmanship of Sen. Guy Gillette (D., Iowa) has already closely questioned baking industry leaders on their manufacturing practices and their profits. Other congressional leaders, particularly those from the wheat-producing states, sensing ground swell of criticism of the farm price support programs from urban areas, are looking for a weapon to strike back and may be ready for an all out attack on the processing industries which use agricultural commodities.

One baking industry leader after examining the Coover formula noted the percentage reduction of shortening, dried milk and sugar in the in-dividual loaves made from the Coover mix and expressed concern that a broad use of the Coover formula might provoke criticism from the shortening and dried milk industries, since the Coover plan indicated a reduction in the use of these farm products.

Controversy Provoked

Even if the Coover plan never expands beyond the borders of the state of Kansas it has the great virtue of provoking controversy which will lead others to try and try again to make a better loaf of bread. It also seems possible that the solution of the national farm program does not lie in congressional tinkering but the law of supply and demand but in the ingenuity and initiative of pri-vate enterprise in searching for broader markets and profits.

Business men in the food processing and agricultural distribution field see peril in the cure-alls of the farm price supporters to a point where they let their fears cloud their better judgments. There is reason to hope for a better day when consideration is given to such experiments as Mr. Coover's and the frozen citrus concentrate promotion, which saved the Florida citrus industry from the paralyzing effects of a federal price support program for that crop. Mr. Coover is pointing the way and inviting others to test their wits on one of the many national problems, the cures of which are too exclusively seen as

How New Bread Promotion Started

The bread containing more flour than the usual commercial loaf was first promoted by Morris Coover, Kinsley, Kansas. The Western Kansas Development Assn. has taken over the promotion of the idea with view toward increasing the use of wheat and flour.

"I went to a local baker," Mr. Coover explained, "and told him I wanted a loaf of bread that tasted like old-fashioned bread baked at home. After some experimenting we found that using 16% more flour would produce the kind of bread my

mother used to bake."
At the first the Hershey Bakery in Kinsley was not enthusiastic, but Mr. Coover finally talked the baker into a trial of 15 loaves of the heavier bread, charging 5¢ a loaf more than for the regular loaf. Five of the original purchasers, who were given no promotional talk, came back for more. Meanwhile, Mr. Coover dis-tributed some of the bread at club meetings and asked for consumer re-

The response was remarkable. In three weeks the Hershey Bakery, which had never quite reached its pre-war volume of sales, was baking 75% more bread than during its former peak days. The bakery began

getting orders from all parts of the state as the publicity spread.

The bakery division of the J. S. Dillon & Sons Co., Hutchinson, Kansas, chain store organization, is marketing the lost through its rotal keting the loaf through its retail

Initial results have been pleasing to Fred Beeman, manager of the bak-ery department of the chain. Initial

bakings have been cleared from the shelves daily in every store and production is gradually being increased. The company has reported an increase of 400% in bread sales during the first week the loaf was on the market.

Following is the formula for the new loaf as produced by the Dillon firm, compared with the formula for

Standard	64	More Flour"
Formula		Formula
100 lb.	White flour	110 lb.
	Whole wheat flour	6 lb.
63 lb.	Water	63 lb.
2 lb.	Yeast	2 lb., 5 oz.
2 lb.	Salt	2 lb., 6 oz.
6 lb.	Powdered skim milk	
5 lb.	Sugar	5 lb.
4 lb.	Shortening	4 lb.
	Mold inhibitor	3 oz.

In addition, both loaves are enriched with the standard enriching ingredients.

The Sturgeon Baking Co., Dodge City, Kansas, is using the following formula in sponge dough production:

Sponge
130 lb. white flour
70 lb. water
4 oz. yeast food
1 lb. yeast
8 oz. malt
4 lb. shortening
12 oz. salt Let set 12-14 hours at 79 to 80° F.

Set 12-14 nours at Dough 70 lb. white flour 35 lb. water 4 oz. yeast food 3 lb. 8 oz. yeast 8 oz. malt 4 lb. shortening 3 lb. salt 12 lb. sugar 6 lb. dried milk 4 oz. mold inhibitor 14 to 15 minutes

Mix 14 to 15 minutes at 80 to 82°. In high speed mixer, mix at low speed. Floor time, 30 minutes, then handle as usual.

Comments on More-Flour Bread

A. J. Vander Voort, technical editor of The American Baker and head of the Dunwoody Baking School, Minneapolis: "We ran two doughs, using the high percentage of flour as specified for the new more-flour bread. One dough we ran on slow speed on the cake machine and the other on high speed in the regular bread mixer. We found that the dough in the cake machine was somewhat softer than the one made in the bread mixer. The one made in the bread mixer was extremely stiff.

"We found that the doughs heat up a great deal during the mixing period due to their consistency, which may be a problem to the baker. "Due to the stiffness of the doughs,

it is very difficult, in fact practically impossible to run them through makeup equipment.

"The fermentation of the dough is slow and the proofing time is very long. The baked bread had a tough crust and the toasting quality of the slices was only fair. This is undoubtedly due to the formulas, becoming leaner as the flour is increased. This type of bread might possibly be satisfactory for the retail baker, but it is rather doubtful if wholesale bakers would be able to make it on a pro-duction basis."

Dr. William B. Bradley, scientific director, American Institute of Baking, Chicago: "Our calculations reveal that the bread which supposedly features 16% more flour contains 11.4% more flour on a loaf basis, but because each loaf weighs 8.3% more than the standard loaf this increased weight accounts for most of the increased amount of flour."

Herman Steen, vice president, Millers National Federation, Chicago: "I am not unaware that there is a considerable amount of consumer criticism of bakers' bread. For that reason, all of us who are interested in increasing the use of breadstuffs should welcome the development of new kinds of breads, especially un-conventional kinds. Efforts of this kind may result in finding a kind of bread which will appeal to the con-suming public more than breads now available, and so millers, and others available, and so millers and others are interested in all intelligent experiments which head in that direc-



Paul C. Guignon



Samuel C. Baker

A-B PROMOTIONS—Anheuser-Busch has announced the promotion of Paul C. Guignon to the position of sales manager of the bakery products department, with headquarters in St. Louis. Samuel C. Baker succeeds Mr. Guignon as central region manager. Mr. Guignon joined the yeast, malt and corn products division of Anheuser-Busch in 1931. He served for six years. Mr. Baker joined Anheuser-Busch in 1940 in the Omaha territory and was later made district manager, with headquarters in Dallas. Last October he was brought to the St. Louis headquarters office where he was made assistant central region manager. The announcement of the promotions, which became effective April 1, was made by Dr. A. von Gontard, vice president, and Arthur E. Weber, general sales manager of the yeast, malt and corn products division of Anheuser-Busch.

MOSTLY PERSONAL

Eddy Bakeries, Inc., with general offices in Helena, Mont., has announced the appointment of Phil Dietzen as general production superintendent. In this capacity, Mr. Dietzen will supervise production activities of the 15 Eddy Bakeries. Mr. Dietzen started his baking career in Yakima, Wash. In 1931, he left Yakima where he had worked in both wholesale and retail bakeries to accept the post of production superintendent of the Davidson Baking Co. in Portland. Later, he transferred to Kilpatrick's in San Francisco, where he was production superintendent during the past six years.

Corwin Wickersham, former vice president of Standard Brands, Inc., has been appointed to the eastern managership of the George W. Carter Co. of Los Angeles. Offices were opened at 55 W. 42nd St., New York March 27.

Paul K. Corcoran, general manager, Holmes & Son Bakery, Washington, D.C., and Mrs. Corcoran left New York recently on a 12-day cruise to the Netherlands West Indies, Venezuela and Colombia.

Victor F. Jung, Jung's Quality Bakery, Thief River Falls, Minn., recently completed a 30-day tour of active duty as a major with the 10th Infantry Division at Ft. Riley, Kansas.

Russell Varney, creator and producer of the new NBC-TV program "Spot the Sponsor," which will be on television soon, was guest speaker at a meeting of Grocery Manufacturers' Representatives of New York, Inc., March 27. Mr. Varney was asso-

ciated with Standard Brands, Inc., for many years.

Wayne Wilson, assistant to manager, bakery products sales, of Pillsbury Mills, Inc., Chicago, is spending a vacation in Nassau, Bahama Islands.

R. E. Bemmels, Bemmels-Vaughan, Chicago, flour broker, and Mrs. Bemmels, left March 31 on a several weeks' vacation trip to Hot Springs, Ark.

William D. McIntyre, president of Tender Krust Baking Co., Eau Claire, Wis., and a past president of the Wisconsin Bakers Association, Inc., has announced his candidacy for reelection as councilman in Eau Claire. He has been active in numerous local, civic, fraternal and veterans' organizations.

Harry A. Seaver, associate manager of A. Hagaman & Co., Albany, N.Y., for 25 years, has announced his retirement from the baking company. Mr. Seaver joined the company in 1901 as a foreman in the bakeshop. He left the company in 1904 and spent two years in the Philippine

NBSHA PLANS 1950 CONVENTION

CHICAGO—The 1950 convention of the National Bakers Supply House Assn. has been scheduled Oct. 29-Nov. 2 at the Broadmoor Hotel in Colorado Springs, Colo. John P. Garrow, Chapman & Smith Co., Chicago, is chairman of the convention committee. Islands where he helped establish and supervise native schools. After he returned to this country he rejoined the baking company and later was named associate manager.

William D. Hurst, manager of the Delaware plant of the Freihofer Baking Co., was honored at a recent dinner at Allentown, Pa., headquarters of the company. Mr. Hurst was given the award for accomplishment during 1949.

Robert T. Beatty, former editor of The American Baker, has moved into a new home in Winter Park, Fla. His new address is 240 Brewer Ave.

William E. Doty, bakery service manager for the California Raisin Advisory Board, is on a four-month tour of the country, contacting users of raisins. During this tour Mr. Doty will travel over 10,000 miles and contact some 3,500 bakers from every state in the U.S. He plans to attend 10 conventions of various baking organizations throughout the country. He is on the program agenda as a speaker at five of these conventions. He also will attend and participate in a large number of baking demonstrations.

William J. Ocken has resigned his position with H. Piper Co., Chicago, to become production superintendent for Columbia Baking Co., Miami, Fla. Mr. Ocken, a past president of the American Society of Bakery Engineers, left the recent annual meeting of the ASBE early to fly to Miami to take over his new duties.

Arthur Beier, Beier's Iowa Bakers, Clinton, Iowa, became a proud grandfather March 9, when a baby boy was born to his daughter, Mrs. Jean Worthan, Sterling, Ill.

Members of the Pittsburgh office of National Biscuit Co. announced that March was called "Charley Bedsworth Month" in honor of Charles Bedsworth, veteran salesman who joined the company in 1903. Mr. Bedsworth will retire June 1, 1950, after 47 years of company service. He has successively been salesman, special salesman, sales manager in charge of country sales and finally in charge of chain store sales.

Paul Helms, Sr., Helms Bakeries, Inc., Los Angeles, recently observed the start of his 20th year in the baking business in southern California. Now the employer of 1,492 men and women in two baking plants, Mr. Helms came to California to retire. But in 1930, ground was broken for his first plant and he opened for business March 2, 1931. The company was expanded in 1948 with the opening of a second modern baking plant in Montebello.

Maurice B. Dillon, a supervisor for Spaulding Bakeries, Inc., Scranton, Pa., for the past 17 years has been appointed manager of the company's Scranton plant. He succeeds Joseph B. Whalen, who died in February.

The story of the Bakers Club of Chicago was told recently over radio station WAIT, Chicago, by Louise K. Buell, club manager. In an interview conducted by Maury Harris of "Back Stage with Maury," Miss Buell pointed out that the club is one of the largest industry clubs in the country,

and she explained the group's pur-

Charles M. Schwartz, publicity director of Fuchs Baking Co.. South Miami, has been named a vice president of the Advertising Club of Greater Miami. Jodean P. Cash, executive vice president and general manager of Fuchs Baking Co., has been elected to the directorship of the South Miami Chamber of Commerce, to fill the vacancy caused by the death of Charles T. Fuchs.

Frank Tully, buying agent, Atlantic & Pacific Tea Co., Minneapolis, and Mrs. Tully are vacationing at Miami Beach. Their son, James, arrived April 1 on his spring vacation from Breck Military Academy.

Allen Ziegler, West Coast Supply Co., Los Angeles, has been elected a director of the National Shippers Cooperative Assn. Mr. Ziegler is also a director of the National Bakers Supply House Assn.

The "Kleen-Maid" basketball team, representing the Altstadt & Langlas Baking Co., Waterloo, Iowa, winner of the YMCA-sponsored industrial basketball league, entertained the Waterloo Corrugated Box basketball team, runner-up of the league, at a steak dinner and social evening March 13 at the Hotel Russell Lamson, Waterloo. About 30 persons were present. The guest speaker was Harry Craft, a past baseball player with the Cincinnati Reds. This is the second championship won in the last three years by the "Kleen-Maid"



W. T. Maslowe

JOINS ABA STAFF-Appointment of W. T. Maslowe, former Chicago newspaper man and public relations representative, to the publicity staff of the American Bakers Assn. has been announced by Walter H. Hopkins, director of the Bakers of America Program. For the past eight years Mr. Maslowe has been associated with J. Walter Thompson Co., Chicago, and Geyer, Newell & Ganger, New York, the publicity departments. While with the advertising agencies he worked on the accounts of the Millers National Federation, Kraft Foods Co. and Reynolds Metals Co. He began his newspaper career in 1932 with the State Register in Springfield, Ill., and has served on the staff of the Associated Press, the Herald-American and the Times in Chicago.

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Earl G. Johnson

PROMOTED—Earl G. Johnson, for the past four years plant superintendent of Lowenberg Bakery, Inc., has been elected secretary-treasurer of the company and a member of the board of directors, it was recently announced by A. W. Lowenberg, president and general manager. During the past four years the company has been undergoing a complete reorganization of its personnel and modernization of its plant. Vice president of the 75-year-old firm is John A. Lowenberg, who is in charge of sales. Walter F. Krambeck is office manager and assistant secretary, and Harold R. Goodwin is cashier and assistant treasurer.

basketball team, the first being won in 1948. Officials of the baking company who attended the dinner included Charles E. Forsberg, president; R. L. Langlas, advertising manager; Harold J. Miller, secretary and treasurer, and W. H. Langlas, vice president.

E. J. Wingart, since 1947 Toledo district sales manager for Sunshine Biscuits, Inc., has been promoted to Detroit district manager. He was succeeded in Toledo by Dee Mead, formerly in the Detroit district.

William Giltenboth, branch manager of the Pittsburgh office of the Red Star Yeast & Products Co., has joined the sales staff of Stover & Andrews, Pittsburgh flour broker.

John Derst, Jr., has been named treasurer of the Derst Baking Co. in Savannah, Ga. George F. Haar has been promoted to the position of general office manager.

A. P. Martin has been appointed assistant general manager of the Dallas plant of Mrs. Baird's Bread Co. Mr. Martin, who has been with the company for 20 years, returned to Dallas to assume his new post after serving as sales manager for the company's plant at Houston since 1938.

Albert Rushton, Kokomo, Ind., has been named supervisor of the new branch of Omar Bakeries opened at Marion, Ind. Some of the operations that were conducted in Kokomo have been shifted to Marion.

Otto Emrich, Emrich Baking Co., Minneapolis, is on an extended trip to Germany accompanied by his sister Mrs. Elizabeth Main, Minneapolis. They took off from Idlewild Airport in New York Feb. 26 and plan to return to Minneapolis around the middle of April. They are spending most of their time in Osnabruck. It is the first time they have been in Germany in the past 30 years.

Fred L. Cobb, president, Cobb's Sunlit Bakery, Green Bay, Wis., spoke on "Safety Is Never a Joke" at the final session of the 1950 Wausau (Wis.) Safety School.

C. I. SAHLFELD RETIRES FROM J. H. DAY CO. POST

BREAD IS THE STAFF OF LIFE

CINCINNATI—C. I. Sahlfeld, familiarly known as "Clem" to hundreds of bakers throughout the Midwest, has announced his retirement as sales engineer for the J. H. Day Co., Cincinnati manufacturer of bakery and processing equipment, after 42 years of service.

Mr. Sahlfeld began his career in the Day organization in 1908, when he started as a general office aide. Three years later, he went to Kansas City as assistant sales engineer under the late Frank Bonney and for four years he served the trade in Iowa,

Nebraska and Colorado.

He joined the U.S. Army Quartermaster Corps during World War I and for 18 months was assigned to the purchasing department. Home from service, he returned to the J. H. Day Co.'s Cincinnati office and operated in a sales engineering territory embracing Michigan, Indiana and Kentucky. In 1937, he was assigned to Indiana and Kentucky, exclusively, and continued to cover those states until the present time.

Mr. Sahlfeld was honored by his associates in the J. H. Day Co. recently with a luncheon at Hotel Alms, Cincinnati, where tribute to his long service was paid by Martin Miller, J. H. Day president, and M. R. Sentman, vice president and director of sales. The company's gift was a gold pocket watch, suitably engraved.

NEW WCCO STAR TALKS TO MINNESOTA ALLIED GROUP

MINNEAPOLIS — Stewart Mac-Pherson, featured staff member of radio station WCCO, Minneapolis, was the guest speaker at the March 31 meeting of the Minnesota Allied Trades of the Baking Industry, held at Charlie's Cafe Exceptionale here. Mr. MacPherson, who recently left the British Broadcasting Corp. to join the Columbia Broadcasting System, reviewed his varied experiences as a leading radio personality in England.

Reports of the recently completed series of regional meetings sponsored by the Associated Bakers of Minnesota were given and plans for allied cooperation during the May convention of the bakers' group were discussed. E. T. LeMire, International Milling Co., Minneapolis, president of the allied group, presided at the meeting and the bakers' association was represented by J. M. Long, Minneapolis, secretary.

NEW NBC APPOINTMENT

NEW YORK — Mrs. Erna Nibley has been appointed director of home economics of the National Biscuit Co. to succeed Margaret Murray, who is retiring. Mrs. Nibley has been food editor of Today's Woman magazine for the past four years and was pre-

CONVENTION CALENDAR

April 10-11—Iowa Bakers Assn., Hotel Fort Des Moines, Des Moines; sec., Charles E. Forsberg, 1428 Mulberry, Waterloo, Iowa.

April 11 — Connecticut Bakers Assn.; Seven Gables Towne House, New Haven, Conn.; sec., Charles Barr, P.O. Box 168, West Haven, Conn.

April 12-14 — Southern Bakers Assn., Vinoy Park Hotel, St. Petersburg, Fla.; sec., E. P. Cline, 703 Henry Grady Bldg., Atlanta 3.

April 16-18—Texas Bakers Assn., Plaza Hotel, San Antonio; sec., Charles Neuman, Sr., Holsum Bread Co., Inc., Fort Worth.

April 17-19 — Pacific Northwest Bakers, Multnomah Hotel, Portland, Ore.; sec.-mgr., Roger Williams, 1138 Jefferson St., Salem.

April 19—South Dakota Bakers Assn., Cataract Hotel, Sioux Falls; sec., Lex Quarnberg, Tri-State Milling Co., Rapid City.

April 23-25 — Heart of America Bakers Convention, Arkansas, Kansas, Missouri, Nebraska and Oklahoma bakers' associations, joint convention; Hotel President, Kansas City, Mo.; general convention chairman, James S. Chase, Golden Krust Baking Co., Manhattan, Kansas.

April 30-May 2—New England Baker Assn.; New Ocean House, Swampscott, Mass.; sec., Robert E. Sullivan, 51 Exeter St., Boston 16.

April 30-May 2—Tri-State Bakers Assn., convention, Jung Hotel, New Orleans, La.; secretary, Sidney Baudier, Jr., 401 Board of Trade Bldg., New Orleans.

May 7-9—Illinois, Indiana and Wisconsin bakers' associations, joint convention, Sherman Hotel, Chicago; act. sec., Thelma Dallas, 53 W. Jackson Blvd., Rm. 738, Chicago 4.

May 10—Kentucky Master Bakers Assn., and Memphis Master Bakers Assn.; Frankfort, Ky.; sec., Kentucky Master Bakers Assn., M. J. Fiekenscher, 919 Monmouth St., Newport, Ky.

May 14-16—New York State Assn. of Manufacturing Retail Bakers; Hotel St. George, Brooklyn; sec., Percy Stelle, 2 Broadway, New York 4.

May 20-23 — Southwest Bakers Assn.; Herring Hotel, Amarillo, Texas; sec.-treas., J. R. L. Kilgore, Albuquerque, N.M.

May 22-23—Associated Bakers of Minnesota; St. Paul Hotel, St. Paul; sec., J. M. Long, 623 14th Ave. S.E., Minneapolis 14.

May 22-25—Biscuit and Cracker Manufacturers Association of America and Independent Biscuit Manufacturers Co., Inc.; Drake Hotel, Chicago, Ill.; Biscuit & Cracker sec.treas., R. T. Stokes, 233 Broadway, New York 7; Independent Biscuit sec., Harry D. Butler, 90 W. Broadway, New York 7.

June 4-6 — Pennsylvania Bakers Assn., Galen Hall, Wernersville, Pa.; sec., Theo. Staab, 5700 N. Broad St., Philadelphia.

June 4-6—Rocky Mountain Bakers Assn., Albany Hotel, Denver, Col.; sec., T. W. Kunde, P. O. Box 5326 TA, Denver 17.

June 10-12—Bakers Association of the Carolinas, Ocean-Forest Hotel, Myrtle, S.C.; sec., Louise Skillman, Charlotte, N.C.

June 12-14—Associated Retail Bakers of America, Hotel Wilton, Long Beach, Calif.; exec. sec., Walter M. Jennings, 735 W. Sheridan Road, Chicago 13.

June 24-25—Montana Master Bakers Assn.; Rainbow Hotel, Great Falls, Mont.; sec., O. P. Preble, Ideal Bakery, 129 S. Main St., Livingston.

June 25-28—Potomac States Bakers Assn., Cavalier Hotel, Virginia Beach, Va.; sec., Emmet Gray, 16 McClellan Place, Baltimore.

Aug. 13-15—West Virginia Bakers Assn.; White Sulphur Springs, West Va.; sec., P. G. Sayre, 123 13th St., Parkersburg.

Sept. 15-16—Virginia Bakers Council; Natural Bridge Hotel, Natural Bridge, Va.; exec.-sec., Harold K. Wilder, 812 Life Insurance Co. of Virginia Bldg., Richmond, Va.

Sept. 17-19—Southern Bakers Assn., retail and wholesale exposition; Atlanta Municipal Auditorium, Atlanta; sec., E. P. Cline, 703 Henry Grady Bldg., Atlanta 3.

Oct. 1-3—Kentucky Master Bakers Assn., Inc.; Seelbach Hotel, Louisville, Ky.; sec., M. J. Fickenscher, 919 Monmouth St., Newport, Ky.

Oct. 15-18 — American Bakers Assn.; Hotel Sherman, Chicago; sec., Tom Smith, 20 N. Wacker Dr., Chicago 6.

Oct. 29-Nov. 2—National Bakers Supply House Assn.; Broadmoor Hotel, Colorado Springs, Colo.; headquarters, 64 East Lake St., Chicago 1.

viously associated with the New York Hospital as administrative dietitian.

DCA OFFICIAL SPEAKS TO UNDERGRADUATES AT MIT

CAMBRIDGE, MASS.—Harry J. Hoff, vice president and manager of bakery sales for the Doughnut Corporation of America, New York, recently addressed the undergraduates of Massachusetts Institute of Technology here on the subject "Sales—Yesterday and Today."

In his address Mr. Hoff spoke of the opportunities for good technical salesmen. He stressed the need for men to be fully informed, particularly if they wanted to sell practical items such as those produced by commercial baking. During the course of his address he showed the streamlined film on "Automatic Donut Production."

NEW SERVICE ANNOUNCED BY LLOYD R. WOLFE FIRM

CHICAGO—A new service known as "Bakery Management and Marketing Reports" has been announced by Lloyd R. Wolfe and Associates, Chicago.

"Our purpose is to search out important facts and establish significant trends pertaining to the production and distribution of bakery products, and to identify proven principles of business practice," Lloyd R. Wolfe said in making the announcement. "Designed for frequent and timely release, 'Bakery Management and Marketing Reports' will be objective, comprehensive, reliable and interestingly presented. All subjects will be so developed and applied as to make the reports usable by the man on the job, as well as by top management."



CONTRIBUTION TO AIB-A check for \$25,000 from the Bakers Club, Inc., was recently presented to Joseph A. Lee, Standard Brands, Inc., treasurer of the American Institute of Baking as the club's contribution for the purchase of the pilot laboratory and experimental bakeshop in the new AIB building in Chicago. The check was presented by charles E. Larsen, Larsen Baking Co., president of the club. Shown above during the presentation, left to right, are: Clifford W. Webster, Bakers Review;

Frank A. Lyon, secretary, Bakers Club, Inc.; Frank X. Ragan, Standard Brands, Inc.; Marilyn Miller, secretary to Mr. Lyon; William E. Derrick, Pillsbury Mills, Inc.; Lee, Standard Brands, Inc.; Ralph D. Drake Bakeries, Inc.; Charles E. Larsen, Larsen Baking Co.; Hyman Waitzman, Purity Bakeries Corp.; Ernest Hollmuller, John Reber Baking Corp.; Edward A. McLaughlin, Ward Baking Co.; Eugene B. Nicolait, Anheuser-Busch, Inc., and E. E. Kelly, Jr., Quality Bakers of America Cooperative, Inc.

Nine Conventions of Bakers Planned **During April**

April finds the spring convention season in the baking industry in full swing with nine industry meetings scheduled.

The Iowa Bakers Assn. leads the list with an April 10-11 convention nst with an April 10-11 convention scheduled in Des Moines. The Connecticut Bakers Assn. will hold a one-day meeting April 11 at New Haven, Conn. The 11-state Southern Bakers Assn. has planned its annual meeting for April 12-14 at St. Petersburg. burg, Fla.

Three conventions in the following week find the Texas Bakers Assn. observing its golden anniversary with a meeting April 16-18 at San Antonio. The Pacific Northwest Bakers Conference is scheduled April 17-19 at Portland, and the South Dakota Bakers Assn. is planning a one-day meeting April 19 at Sioux Falls.

The "Heart of America Bakers Convention," sponsored by the bakers' associations of Arkansas, Kansas, Missouri, Nebraska and Oklahoma, will hold the spotlight April 23-25 at Kansas City.

Two baking industry meetings are scheduled to occupy the last day of the month and the first two days of May. The Tri-State Bakers Assn. will meet in New Orleans April 30-May 2, and the New England Bakers Assn. has scheduled its convention April 30-May 2 at Swampscott, Mass.

BAKERS CLUB OF CHICAGO HOLDS BIRTHDAY LUNCHEON

CHICAGO-At the March birthday luncheon meeting of the Bakers Club of Chicago, a number of the honored guests added much of interest to the program in outlining the circumstances surrounding their initiation into the baking industry.

Following luncheon, George Neuman, Neuman Pastry Shops, Chicago, club president, opened the program

with words of welcome and then called on Franklin J. Bergenthal, Brolite Co., Chicago, to lead the singing of the birthday song in honor of those members having birthdays during the month.

Mr. Neuman then called on the honored guests to tell briefly how they started in the baking industry.

The April birthday luncheon meeting will feature "Baseball Day" at the Bakers Club of Chicago. BREAD IS THE STAFF OF LIFE

CHICAGO BAKERS SEE **DURKEE DEMONSTRATION**

CHICAGO-The feature of the March 1 meeting of the Associated Retail Bakers of Greater Chicago was a demonstration of Danish and puff pastries sponsored by Durkee Famous Foods. Paul Pfrommer, Durkee serviceman, presented the dem-onstration and was introduced by William Wunluck, Durkee sales representative.

PATSY D'AGOSTINO SPEAKS TO NEW YORK BAKERS CLUB

BREAD IS THE STAFF OF LIFE-

NEW YORK—Patsy D'Agostino, past president of the National Assosiation of Retail Grocers and past president of the New York State Food Merchants Assn., was a guest speaker at the season's final indoor luncheon meeting of the Bakers Club, held here March 28.

PRODUCTION CLUB HEARS **AUTHORITY ON SPICES**

NEW YORK - Kenneth Wilson, Knickerbocker Mills Co., spice manufacturer, was the guest speaker at a meeting of the Metropolitan Bakery Production Men's Club, Inc., held here March 13. Mr. Wilson, authority on spices, who has had years of theoretical and practical experience in the baking industry, discussed the overall subject of spices from the standpoints of their growth, manufacture and practical application in bakery products.

QBA Courses for **Supervisors Draw** Approximately 400

NEW YORK-Approximately 400 route supervisors and sales managers of baking firms belonging to the Quality Bakers of America Cooperative, Inc., attended one of six courses for supervisors held by QBA recently throughout the country. During the three-day sessions, emphasis was placed on the necessity for more ag-gressive selling in 1950. Keynote of the sessions was the slogan, "Think— Organize-Plan-Sell."

On the first day of each meeting supervisory and sales management problems were discussed. On the secproblems were discussed. On the sec-ond day, advertising and marketing held the floor. The third day was given over to the presentations of sales projects and problems by those attending the schools.

INSURANCE EXPLAINED TO PENNSYLVANIA GROUP

PITTSBURGH-An afternoon busisession and evening dinner was held March 14 at Teutonia Hall by the Retail Master Bakers Association Western Pennsylvania. Gustav Maseizik, Pure Food Bakery, New Castle, president of the association, introduced as new members A. Provost, King Midas Flour Mills, and

vost, King Midas Flour Mills, and William Duttine, Duttine Egg Co.
The 150 members gave close attention as Frank J. Kelly of the Philadelphia office of Connecticut General Life Insurance Co., underwriters of the Pennsylvania Bakers Assn. group insurance plan for bak. and their employees spoke.

TRIUMPH MANUFACTURING NAMES RALPH E. FOSTER

CINCINNATI - Ralph E. Foster has been appointed sales manager of the Triumph Mfg. Co., Cincinnati, it has been announced by H. F. Dornette, president of the 45-year-old bakery machinery firm. Mr. Foster, who is serving his fifth term as mayor of suburban Wyoming, has had wide experience in engineering, manufacturing and sales.

PAUL P. PAYNE HEADS **PURITY BAKING FIRM**

CHARLESTON, W. VA.—Paul P. Payne has been named president and general manager of the Purity Baking Co., succeeding William F. Grady, founder of the firm, who died recent-ly. Mr. Payne has been associated with the company since 1920 and has been manager of the Beckley plant for the past 27 years.

PAUL MULLER DEMONSTRATES

DALLAS-Paul Muller, Wesson Oil & Snowdrift Sales Co., gave a demonstration of cake decoration for 500 north Texas bakers here March 21. The demonstration was held at the Charles Dennery, Inc., plant. E. A. Crawford, Wesson representative, introduced Mr. Muller.

RALPH WITTENBERG HEADS OREGON CHAPTER OF ASBE

PORTLAND, ORE.—Ralph Wittenberg, Grandma Cookie Co., was elected president of the Oregon chapter the American Society of Bakery Engineers at the March meeting here.

SUNSHINE BISCUITS REPORTS HIGHER NET

NEW YORK - Sunshine Biscuits, Inc., recently reported a net profit of \$7,832,420 for 1949, equal to \$7.67 a common share. This compared with a net of \$6,923,284, or \$6.78 a share, in 1948.

LOWER NET REPORTED BY COLUMBIA BAKING

The Columbia Baking Co. recently eported a net profit of \$286,365 for 1949, equal to 94¢ a common share, compared with \$429,648 or \$1.55 a

Bakery Equipment Study Planned by Sanitation Standards Group

CHICAGO-The study of bakery equipment in regard to setting standards for sanitation will begin immediately, it was announced following the March 4 meeting of the Baking Industry Sanitation Standards Committee held at the Edgewater Beach Hotel here.

H. Edward Hildebrand, chairman of the committee on task groups, re-

ported that five pieces of equipment would be included in the studies of the immediate future, and that five chairmen of subcommittees for this purpose had been appointed. Initial drafts of standards for these groups will be presented to the general committee at its next meeting in Septem-

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Louis A. Schillinger

LOUIS A. SCHILLINGER DIES AFTER OPERATION

NEW YORK—Louis A. Schillinger, account executive with W. A. Schautz, New York advertising agency, and well known in the baking industry, died March 13. He had under-gone an operation in January and was thought to be recovering satisfactorily. Funeral services were scheduled for March 15.

Mr. Schillinger was active in the baking industry with the Gardner Bakeries, Inc., at Baltimore and Norfolk, and served as manager of the Baltimore plant of the General Baking Co. until 1930, when he resigned to become special representative for Standard Brands, Inc., New York. He retired from this connection Jan. 1, 1947, and was named to his position with the Schautz agency in April of that year.

He was active in baking and allied circles in New York and Baltimore and served various baking associations in many capacities. He was first vice president of the American Bak ers Assn. for six years, a governor of the ABA for eight years and a member of the executive committee of the ABA and the American Institue of Baking. He was a member of the American Bakers Foundation. He served as president of the Potomac States Bakers Assn. in 1922-23 and has since been active in planning conventions of this group.

HARRY J. KORZENIEWSKI. FLOUR DISTRIBUTOR, DIES

CHICAGO-Harry J. Korzeniewski, 55, head of H. J. Korzeniewski & Co., local flour distributing concern, died March 29 after a heart attack.

DEATHS

Albert H. Rancke, 63, vice president and eastern sales representative of the Petersen Oven Co., died in Lebanon Hospital, New York, March 23. He had gone to Florida to recuperate from an operation and was considered improving when a turn for the worse forced his return to New York. Mr. Rancke was very ac-tive in baking and allied circles and in the Bakers Club, Inc. He had been with the Petersen company for many

years and during the war was on leave of absence to work with the government.

Michael Hoffmann, 76, retired special representative of the president of Anheuser-Busch, Inc., St. Louis, died March 11 of a gall bladder disease at a St. Louis hospital. A native of Germany, Mr. Hoffmann was a former president of the Associated Retail Bakers of America and a past president and secretary of the St. Louis Master Bakers Assn. He is survived by his widow, Margaretha Hoffmann, two daughters and a son.

Edith Fink, wife of Emil Fink, president of Fink Baking Corp., New York, died March 11 in Miami Beach, Fla., from a heart condition. In addition to her husband, who is a prominent member of the New York baking industry, she is survived by two daughters and a sister. Funeral serv-ices were held in the Riverside Me-morial Chapel in New York March 14.

Edgar L. Berkley, 52, president of the Waxide Paper Co., Kansas City, died of a heart attack in a St. Louis hotel March 13, where he had gone on business earlier in the week. He was a member of the board of directors of Menorah Hospital and of the City National Bank & Trust Co., and a trustee of the University of Kansas

J. H. ("Duke") Avener, sales man ager of the Roman Meal Co., Chicago, died March 25. Funeral services were held March 27 at Hammond, La. Mr. Avener was previously connected with the Doughnut Corporation of America. He was a well-known member of the Bakers Club of Chicago.

Mrs. Laura Werner, 83, Minneapolis, mother of S. O. Werner, Chicago manager of The American Baker, died recently. Survivors in addition to S. O. Werner include two sons and two daughters.

MEETING DATES CHANGED BY NEW ENGLAND BAKERS

BOSTON—Dates of the 29th annual meeting of the New England Bakers Assn. have been changed to April 30-May 2, according to a recent announcement by Robert E. Sullivan, secretary of the group. The meeting, previously planned for June 25-28, will be held at the New Ocean House, Swampscott, Mass.

4% Fat Minimum

(Continued from page 11)

tial part of fats in the human diet. The report briefly reviewed the controversy that dominated the recent bread standards hearing before the Food and Drug Administration, commenting on the use of mono- and di-glycerides and the polyoxyethylene treated fats. The report stated that, while these manufacturers contend their products are not substitutes for and are not designed to decrease the amounts of fate and oils going into bread and bakery products, there "is some evidence to the effect that they could be used for that purpose.

The committee concluded that there is "some justification" in the complaints that the baking industry is using less fats and oils than for-merly. Using census figures for com-parison, the report pointed out that while wheat flour consumption had increased by 13%, baking industry use of lard and shortening had de-



KELLY~ ERICKSON

Company, Inc.

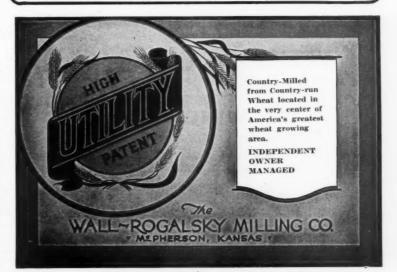
OMAHA

NEW YORK

SAN FRANCISCO

We Operate Our Own Laboratories Including Pilot Bakery





KERR GIFFORD & CO. INC. Grain Merchants :: Flour Millers

PORTLAND, OREGON, U.S.A.

7,000,000 Bushels Terminal Storage We Specialize in Malting Barley

AIB Rebuttal

(Continued from page 69)

grandmother and an inferior flour. The flour used by bakers from a nutritional standpoint is superior to the flour used by the housewife, because it contains more protein. Family flour is designed so that the housewife may make both cake and bread, and for this reason must be relatively weak and low in protein.

Because bakers' bread is made mechanically, his doughs must be able to withstand the punishment of the machines and must be made from flour that is stronger than family flour. Because strength is related to protein content, bakers' flour therefore must have more protein than the flour used by the housewife.

Paragraph No. 6—This paragraph indicates that every change the baker has made toward improving the handling quality of his doughs in his me-

WANT ADS

Advertisements in this department are 10¢ per word; minimum charge, \$2. Add 20¢ per insertion for forwarding of replies if keyed to office of publication. (Count six words for signature.) Situation Wanted advertisements will be accepted for 5¢ per word, \$1 minimum. Add 20¢ per insertion for keyed replies. Display Want Ads \$6 per inch per insertion. All Want Ads cash with order.

HELP WANTED

AVAILABLE NOW—AN UNUSUAL OPportunity for a flour or bakery specialty salesman. Full time or as a side line. Our products sold coast to coast since 1910. Address 714. The American Baker, 23 Beaver St., New York 4, N. Y.

EQUIPMENT WANTED

WANTED TO BUY — RICHARDSON scales, bag closing machines and other good mill, feed and elevator equipment. J. E. Hagan, 1522 E. High, Jefferson City, Mo.

BUSINESS OPPORTUNITIES

FOR SALE—FULLY EQUIPPED BAKERY in small western city, excellent retail and wholesale outlets. Can be bought for half its value. Real opportunity for live wire. Address 739, The American Baker, Minneapolis 2, Minn. chanical equipment, decreased the nutritive quality of his product. One reason that milk solids have had such widespread acceptance by the baking industry is the fact that the use of milk solids in the dough improves the handling quality of the dough. This same statement holds true for the shortening used in the formulas.

Paragraph No. 7—The writer doubts that mass advertising conditions the consumer so that she is influenced greatly in the type of bread she buys. One of our largest baking companies, years ahead of the time, spent a fortune advertising a nutritionally improved loaf of bread, but could not get "Madam Customer" interested in buying it, despite the fact that it sold at the same price as other commercial bread. Another bakery attempted to sell a highly advertised loaf of bread containing soya flour with no success.

Paragraph No. 9—The milling of wheat to 85% extraction would not greatly improve the nutritive value of the flour or the bread made therefrom. Analyses of the flour produced at 80% extraction rate during the emergency immediately following the war revealed that the nutritive value of the 80% extraction flour was only insignificantly higher than the nutritive value of the flour ordinarily used by bakers.

Paragraph No. 10-Thiamine, riboflavin, niacin and iron are added to the flour or added to the dough from which bread is made at a minimum of expense, the cost of which was carried by the baker or by the miller and was not passed on to the consumer. When enriched bread made its appearance on the market, it cost no more than the white bread which preceded it. The dairy industry, in some instances, has added vitamin D to its milk in order to increase the absorption and retention of the calcium normally found in milk and has asked a premium price for the resulting product. This paragraph also intimates that the enrichment of bread was sold to the nutritionists by industry. The nutritionists represented on the Food and Nutrition Board of the National Research Council are men whose reputations are above reproach: they are men who recommended enrichment because it represented a step forward toward attainment of better nutrition by the American people and not because it was a sales promotion plan on the part of industry.

Paragraph No. 11—The decreased use of shortening, fat and eggs by the baking industry during the war years was due to the inability on the part of the baking industry to ob-

tain more of these materials to meet the increased needs required by the increased demand for commercial bread needed to feed the armed forces and the civilian population. There was nothing unique in the baking industry relative to the use of decreasing proportions of hard-to-get ingredients during the war years. Textile manufacturers, rubber companies, automobile companies and most other industries were reduced to using ersatz materials. The baking industry was one of the first to return to the use of normal amounts of the usual ingredients, as is revealed by the use of milk in bread as soon as milk became available.

Paragraph No. 17-It has been revailed in the Congressional Record that none of the major baking com-panies used the bread softeners to which reference has been made in Paragraphs 15 and 16, and that none of them had used chemicals to replace natural ingredients, as is indicated in this paragraph. The real competition in the baking industry is not between the chemical manufacturers and agriculture, but between various phases of agriculture. Even if bread softeners are permitted in the standards for bread, the total amount of chemicals in bread will not exceed 1%. The other 99% will be the socalled natural ingredients. As the baker adds more milk to his formula, he is in reality decreasing the concentration of the other agricultural products; or should he increase the shortening, he in reality decreases the percentage of milk and flour used.

Because the baking industry produces about 15 billion pounds of bread each year, a great effort is made to have included in the average bread a small percentage of every excess agricultural commodity imaginable. A few years back, the Department of Agriculture attempted to interest the baker in using grapefruit juice as an ingredient in bread because of a large surplus of grapefruit. Although grapefruit juice is a well-known source of vitamin C, its use does not enhance the nutritive value of bread inasmuch as the vitamin C is destroyed during baking. On the other hand, grapefruit juice is an expensive source of the water needed to mix a dough.

Paragraph Nos. 25, 26, 27 and 28-The proposed standard for bread, issued by the Food and Drug Administration in 1943, would make it unlawful for white bread to be made from a formula in which sova flour is used. However, it would not prohibit the manufacture and sale of bread such as Dr. McCoy advocates, provided such bread is properly labeled as soya bread. Much of this article is devoted to labeling of processed foods, including bread, and yet the author is disturbed that the law would require Dr. McCoy's bread to be properly labeled. Does Dr. McCoy or Mr. Rorty want to cover up the fact that 'yardstick bread' contains soya flour, just as the author accuses the baker of wanting to cover up the fact that

NEW BREAD PLANNED FOR SCHOOLS

NEW YORK—A new type of bread, said to be unusually rich in proteins and calcium, will be supplied by the Board of Education's Bureau of School Lunches to the city's 650 elementary schools about the middle of April. The formula for the bread was developed by Dr. Clive McCay of the Cornell University School of Nutrition and the dry milk solids, the chief source of the additional calcium, will be provided free by the U.S. Department of Agriculture. The new bread will contain 8 lb. nonfat dry milk solids and 6 lb. full-fat soy flour for every 100 lb. regular wheat flour used.

his bread might contain a chemical ingredient? To label the "yardstick bread" as white bread would appear to be an attempt to cover up this ingredient.

Paragraph No. 29—This paragraph intimates that Col. Harvey E. Allen, director of school lunches for the city of New York, with all of the expenses which beset the commercial baker (except the cost of milk solids) is able to produce and distribute bread for 5¢ lb. It is safe to say that this cost does not cover taxes, overhead, depreciation, fuel, wrapping, advertising, and the other multitude of costs which commercial enterprises must meet.

Paragraph No. 36-There was no intention on the part of the Food and Nutrition Board of the National Research Council that the baker meet the standards for enriched bread through the use of increased amounts of wheat germ, milk solids, yeast, or soya flour, nor did the sponsors of enrichment feel that enrichment would increase the consumption of whole wheat bread. Enrichment was a means of improving the nutritive value of the type of bread for which the preference of the American people had been proven and a means of getting to the public certain food essentials, a deficiency of which had been demonstrated.

Paragraph Nos. 35, 36, 39 and 40— There is no evidence that enrichment in any way affected the bakers' use of agricultural products. The dairy interests have made that claim many times, but they themselves disproved this claim by financing a survey made by the University of Wisconsin which revealed that more milk is being used in the production of enriched bread than was used in the production of the white bread made before enrichment.

Paragraph Nos. 41, 42, 43 and 44 Would it not be better if Mr. Rorty were to place the blame upon the real proponents of the bread softeners instead of upon the baking industry, as he does in these paragraphs and in several preceding ones? The proponents and the ones who spearheaded the attempt to have these materials included were the Atlas Powder Co., Glyco Products Co. and the C. J. Patterson Co., who sell the softeners to the baking industry and whose profits would be jeopardized if these materials were not included in the standards for bread. As Mr. Rorty indicated, both the American Bakers Assn. and the Associated Re-tail Bakers of America are on record as opposing these ingredients, and the brief filed by the American Bak-ers Assn. does not indicate any change in attitude nor request consideration to the ingredients in question.

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THE RED WING MILLING CO., Red Wing, Minn.

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THIS is the time of year when the wisdom of owning plenty of wheat storage space is obvious to miller and baker alike. The government loan programs make quality wheat quite scarce. With its recently completed addition of a million bushels' storage capacity, this company now can store a whole year's milling wheat supply at one time. That means plenty in terms of flour quality. It's wise to BUY AMERICAN!

Flour Capacity 4,000 Sacks

Grain Storage 3,000,000 Bu. American Flours, inc.

G. M. ROSS, President

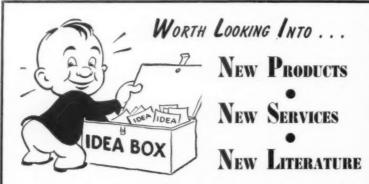
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PAUL ROSS, Secretary

T. G. McDONALD, Sales

E. W. KIDDER, Sales

NEWTON, KANSAS



A reader service feature announcing the development of new and improved products, new services and new literature offered by manufacturers and suppliers. Claims made in this department are those of the firm concerned. Further information on any of the items discussed in this department

may be obtained by writing the Reader Service Department of: 118 So. 6th St.

The American Baker Minneapolis, Minn.

No. 323-**Merchandising Aids**

The Russell-Miller Milling Co. has compiled a booklet of merchandising aids selected from entries submitted to a nationwide contest sponsored the company last year. Good-will builders, display ideas, special pro-motions, sampling and service suggestions are reported in the booklet in concise form. The publication is available on request.

No. 324-**Carrier Products**

Anticipating a new period of growth in the air conditioning and refrigeration industry, the Carrier Corp., manufacturer of this type of equipment, has added 47 new products to its 1950 dealer line. Much of this new equipment is particularly suitable for bakeries and other similar businesses.

William Bynum, vice president in charge of sales, recently stated that "there appears to be no doubt that the air conditioning industry will grow materially during the next few years, because air conditioning has become an integral part of modern living. Therefore, we have completely redesigned virtually our entire line, and have widened our range of capacities to meet varying needs.'

No. 325-**Power Sweeper**

A new type, vacuum-equipped pow-er sweeper—specially designed for fast, sanitary sweeping of bakery garages, warehouses, aisles and shipping rooms—has been introduced by the G. H. Tennant Co. With its powerful vacuum, combined with a re-volving brush, the machine is reported to offer almost 100% dustfree operation.

Though less than 29 in. wide, the sweeper has a capacity of more than 43,500 sq. ft. per hour, it is claimed. A special feature is a two-speed transmission, providing a wide oper-ating range—from about 2 mph to 8 mph. A reverse gear, automatic clutch, and automotive type frontwheel steering allow safe, easy handling in crowded areas. The sweeper cleans a path 24 in. wide.

Highly sanitary sweeping is said to result from use of a special brushand-vacuum system, so designed that flour, dust, dirt and litter pick-up is as efficient at 2 mph as at higher speeds. The 24-in. wide brush revolves inside a sealed to floor compartment, hurls heavy dust, dirt and litter into an inclosed built-in "float-ing" type hopper. At the same time a high volume fan (connected to the brush compartment) draws lighter flour dust, etc., into a large vacuum

The sweeper is equipped with both foot and parking brakes, plus sealed ball and roller bearings throughout. Various types of brushes are available. A rotary side sweeping brush for sweeping flush with walls, under guard rails, etc., will soon be available as an accessory. Additional information is available.

No. 326 **Aerator Units**

The Bin-Dicator Co, has announced two new bulletins giving complete information, specifications and prices on its "Bin-Flo" aerator units, which provide a simple means of injecting small volumes of low pressure air into pulverized materials that tend to pack and do not flow readily from bins, hoppers and chutes.

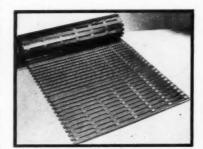
Pulverized materials, in an aerated condition, will flow freely from bins or through chutes. When these materials are retained in a bin for

any length of time and allowed to settle, the entrained air leaves and will frequently cause material to refuse to flow.

The Bin-Flo unit is a small place 3¾ in. by 7½ in. by ½ in. thick, which is readily located at points where flow is restricted. Low pressure air is injected into the material through a special fabric diffuser, causing the material to flow freely. The units will not plug-up even with the most finely-ground material and are applicable to most dry, finely-ground materials. The new bulletins

No. 336-Floor Mat

A new development in low priced counter-tred matting, to be known as "Traffic-Tred," has been announced by D. W. Moor, president, American Mat Corp. Designed especially for use as a runner mat, "Traffic-Tred"



is unusual in that it permits perfect recess work due to ease in cutting and accurate fit, the manufac-turer reports. It has excellent dirt scrapeage qualities and an attractive surface design, it is reported. "Traf-fic-Tred" is %-in. thick. Three slot constructions are available, closed, open or open on end of slots only. Ample aeration and drainage are pro-

No. 327-**Divider Bulletin**

The American Machine & Foundry Co. Union Model "F" heavy duty rough divider, available in four-, five-and six-pocket sizes, is illustrated and described in a new four-page folder released by the Union Machinery Co., a subsidiary of the American Machine & Foundry Co.

The eleven main features of the three models are set forth, together with specifications covering sealing range, approximate shipping weights and speed ranges with 3 to 1 and 5 to 1 Variable Speed Transmissions. Photographs show the unit's loaf centering device in operation, as well the variable speed conveyor belt and adjustment. Bakery executives production men may obtain

No 329-**Bread Handling**

Time-saving principles for handling materials in industry have been applied to the baking industry in the handling of bread, according to William H. Coleman, president of Coleman-Pettersen Corp., speaking of the new "Traycar" System for handling bread.

The system has been tested for one year by various western bakeries have super-market delivery problems.

Three specially-designed units are used to reduce bread-handling time to a minimum. A new metal-mesh tray replaces the wooden trays presused by bakeries to carry ently

ARNOLD ...of... **STERLING**

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Thoro-Bread"

A very fine, strong, altogether uniform and dependable flour

ARNOLD MILLING CO. STERLING, KANSAS

ROYAL FLUFF-EAT-A

It pays to pick the right cake flour! Average flours really cost ore than top quality flours like ROYAL FLUFF-EAT-A, which produces more finished cake per pound of flour. You get a richer, moister, longer-keeping cake with ROYAL FLUFF-EAT-A.

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Wisconsin Rye Flour

We Specialize in Dark Varieties

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THE ROSS MILLING CO.

Choice Quality Flour Plain and Selfrising

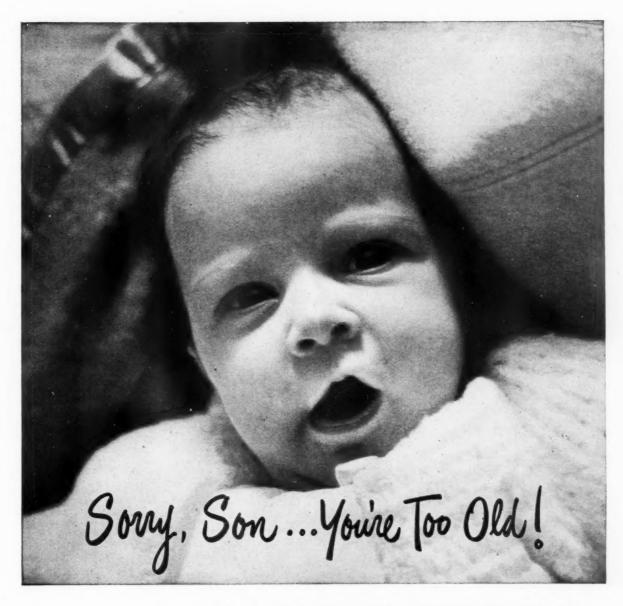
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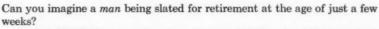
KANSAS

The American Baker 118 South Sixth St., Minneapolis 2, Minn. Please send me information on the following items (circle numbers) 326—Aerator Units 327—Divider Bulltin 334-Bowl Unloader 323—Merchandising 336-Floor Mat Aids Carrier Products 329—Bread Handling 337—Belt Conveyors 325—Power Sweeper 332—Tray Finish 338-Pie Plate

NAME COMPANY

ADDRESS





Hardly! But Pillsbury enforces an age limit like that for all whole wheat flours bearing the Pillsbury dotted circle trade-mark-because repeated tests prove that freshly milled whole wheat flour gives the best baking results.

This policy is made possible by (a) rapid turnover; (b) fresh stocks in jobbers' warehouses; (c) fresh stocks at Pillsbury distributing centers; (d) highly developed pool and mixed car service; (e) careful handling.

Count on Pillsbury's Whole Wheat Flours-which are always delivered fresh-for finest flavor and quality in your whole wheat bread! There's a type for every need.



Pillsbury's Whole Wheat Flours Famous for Flavor and Freshness

PILLSBURY MILLS, Inc. . General Offices: Minneapolis 2, Minnesota

bread; a new collapsible wheeled cart transports five trays at once; and a new compact, folding storage rack stores eight trays in a minimum of space. Underscoring the need for cost reduction in the baking industry, Mr. Coleman pointed out that the Traycar System cuts bread-handling costs 25%.

Handling time is reduced with the new system because the loaves of bread are placed directly upon the metal trays at the wrapping tables at the bakery, and moved from the tables as a unit, never leaving the trays until sold. Original cost of the trays is no higher than the wooden units they replace, it is said.

No. 332— Tray Finish

High silver-like finish, known as Alchemized, is applied to a new line of food display and food storage trays for show cases and commercial refrigerators. The new trays, of heavy gauge aluminum, combine the bright display advantages of stainless steel with the light weight and lower cost of aluminum. All corners are rounded and the beads are open—two design features that mean simplified cleaning. The depth of most of these trays, regardless of overall size, is a full inch, somewhat more than standard.

Alchemized aluminum trays are made in a complete range of sizes and in ribbon and rectangular shapes so that they can be combined in various ways for any kind of required arrangements, the manufacturer, the Polar Ware Co., says. Deeper trays, for use in ovens, are also in production.

No. 334— Bowl Unloader

The American Machine & Foundry Co. has made available to bakers a leaflet which illustrates and describes the one-man operation of its AMF Glen bowl unloader, for raising a 340-qt. bowl and automatically tilting and pouring its contents into a depositor at a controlled rate of flow. The leaflet's cover shows the mechanism with the bowl in the raised position and tilted, with the contents flowing into the discharge chute.

chute.

Specifications of the equipment all described, include: Floor space, height, weights, cake depositor heights, motors, portability, tilting arm, discharge chute, platform, limit switches, safety switch and latch, control lever, pouring direction and standard equipment. Bakery executives and production men may obtain a copy.

No. 337— Belt Conveyors

According to the Mar-Rail Conveyor Co., Pawtucket, R.I., its new "Flo-Table" stock belt conveyors, which are said to eliminate the need of special engineering, enable bakers to move flour, sugar and other basic materials from freight cars or trucks



to storage points. The conveyors also carry dough to molding machines, and then to ovens. After the product is baked, suitable conveyors carry it to the racking area, and then to the packaging and shipping points.

There are said to be suitable "Flo-Tables" and chutes for practically every operation in the bakery. In the accompanying illustration, flour is shown coming into a bakery in a "Flo-Table."

No. 338– Pie Plate

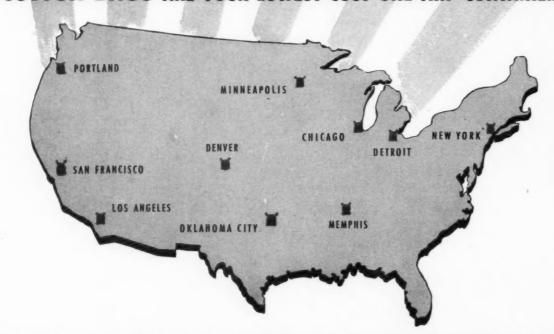
The Wico Corp., Chicago, is manufacturing a new one-trip pie plate, stamped out of heavy gauge pure aluminum foil, supplied by the Reynolds Metals Co., Richmond, Va.

"Because the plates are made of aluminum foil, an excellent conductor of heat, pies bake evenly and well," according to the Reynolds Metals Co. "Tests conducted by several leading laboratories in the baking field have indicated browning and baking of the bottom crust and the whole pie sexcellent. Since the high quality foil from which they are made is odorless and tasteless, no objectionable flavor can be given to pies during baking and display. Leakage of pie contents into and through plates is also eliminated.

"Baking and selling pies right in these handy plates save the retail baker the delicate step of removing his extremely breakable pie from the tin after baking, and transferring it to a paperboard plate. It also eliminates washing of the used plates. For the large commercial baker who sends out his pies to restaurants and hotels, it eliminates the headache of getting back his pans for washing and reuse."

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Firm offers in advance...60 days or more

Now—you too can enjoy the many real benefits of easy-to-store, easy-to-handle, easy-to-stack COTTON BAGS...at the lowest net-trip cost!

Your sturdy cotton containers are processed by these bag buyers into useful items for American housewives.

Your Flour Supplier or we will provide name and address of your nearest cotton bag buyer. Write TODAY.



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Make sure your flour arrives in cotton bags by tipping these gummed labels to your purchase order. Write today for a FREE SUPPLY.

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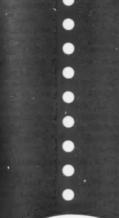
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Santa Fe Trail Finest Bakery Short Patent

SILK FLOSS High Quality Bakery Patent

Silk Floss Cake Flour

MILL CAPACITY — 10,000 CWTS.

GRAIN STORAGE — 4,500,000 BU.



WHEN fermentation reaches its proper peak, you want your doughs perfectly developed as they go to the divider. Doughs that develop properly, handle well in the shop and bake perfectly—those are the results you get from SILK FLOSS and SANTA FE TRAIL flours. The extra quality you get in these superior flours comes from a scientific control of the milling process all the way from wheat selection to final baking test. You can easily see the results of this quality program in the smooth-textured, mellow and tasty loaf you get with these superb flours. A trial will convince you.

KANSAS MILLING CO.

WICHITA, KANSAS

HIDDIEMENTARY BLANTS

MARION, OHIO

CHERRYVALE, KANSAS

Acme-Acme Alva Amendameri

Dair De De Deu Dixi Dob Deu Dult Dun Dur

ANSWERS

TO "DO YOU KNOW?"

Questions on page 40

1. False. They should be placed in the oven as soon as possible after they are deposited on the pans. If they are allowed to sit around for any length of time a crust will form on the tops. This crusting will cause the shells to have wild breaks after they

are baked, which spoils the appearance of the shells.

2 True. Under the same conditions a flour with a high diastatic activity will convert more starch than a flour with a lower diastatic activity.

3. True. The frozen eggs should be thawed out carefully. They should be stirred thoroughly warmed up to about 60-65° F. before being added to the cake mixes.

4. False. The oil content is about 66%. They contain about 14% pro-

5. True. A coarser sugar would cause the cookies to spread more. A

finer granulation would decrease spreading action.

6. False. White bread contains a greater calory content than whole wheat bread because it contains a greater percentage of sugar, milk and shortening. These ingredients raise the calory content of the loaf.

7. True. Sweetened condensed skim milk is composed of about 28% non-fat milk solids, 43% sugar and 29% water. Evaporated skim milk is composed of about 28% nonfat milk solids, no sugar and 73% water.

8. False. Flour, yeast, milk, malt and potatoes may contain rope spores.

SALVATION ARMY GETS FIVE-TIER CAKE

NEW YORK-The "pinkest and biggest cake in the city of New York" recently was presented to the Salvation Army on its 70th birthday Nine feet high and circled with blue candles, the five-tier creating was a birthday gift from Local 1 of the Bakery and Confectionery Work. ers of America, which celebrates in own 100th birthday soon.

These rope spores are not killed at bread baking temperatures.

9. True. It also strengthens the gluten in the dough.

10. False. When bread is sliced, updoubtedly some of the flavor in the crumb escapes, thereby decreasing the flavor of the bread.

11. False. By using this procedure pan cleaning and pan greasing is reduced. Bakers who are using this procedure also feel that their cakes are not quite as dry due to the decrease in crusts. Less oven capacity is required to bake these thicker layers

12. False. A soft, grainy lard has a tendency to produce a greasy pie crust after it is baked. A tough fibrous lard is best suited for pie crust.

13. False. When a formula is to rich, high fat absorption by the doughnuts will result. Other possible causes for high fat absorption are: (1) frying temperature too low; (2) using too high a yolk content; (3) insufficient mixing; (4) flour is too soft; (5) frying fat is broken down; (6) too much leavening used; (7) leavening acts too fast; (8) sugar granulation too large.

14. True. It is used mainly to thin

15. False. The glaze is made b

use cannot be given as pectin varies in strength. When too much pectin is used, the cream will be too stiff and

17. True. However, this procedure is very apt to produce cakes having large cracks or ragged breaks in the top crust. Usually a temperature of 340-350° F. is recommended. Angel food cakes weighing 12 oz., baked in round, fluted pans, require about 30 min. baking time Cakes scaled 19 oz. require about 40 min. and those scaled 26 oz. require about 55 min.

water may be noticeable, the amount is so small that it does not have any

19. True. It is also easier to handle and it can be stored for a longer period of time.

20. False. The process is quite complicated. Very few bakers prepare economical and satisfactory to purchase them from manufacturers who have the facilities to produce them

down icings that are too stiff.

bringing to a good boil 1 quart of corn syrup and 1 pint of water. 16. True. The proper amount to

have a rubbery texture

baking time. 18. False. While the chlorine in the

effect upon the quality of the bread

their own candied peels as it is more

uniformly.

JANET H. TROJAN JOINS PUBLICITY STAFF OF AIB

CHICAGO-Janet H. Trojan has joined the staff of the American In-stitute of Baking as a member of the newly-organized publicity department, according to a recent AIB announcement.



Pfizer Enrichment Wafers are sufficiently hard so they resist breaking and dusting during shipment and storage.

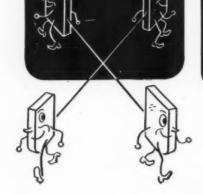
2. FASTER DISINTEGRATION

Pfizer Enrichment Wafers are specially formulated to disintegrate quickly in either water or yeast suspensions.

3. MORE UNIFORM DISTRIBUTION

Pfizer Enrichment Wafers readily form uniformly fine suspensions thus providing superior distribution throughout the dough and assuring consistently enriched products.

Pfizer Enrichment Wafers are available in types "A" and "B" for high or low non-fat milk content. Each Wafer is sufficient to enrich 100 pounds flour, and is doubly scored to speed the preparation of smaller batches. Write today for our latest descriptive leaflet. Chas. Pfizer & Co., Inc., 630 Flushing Avenue, Brooklyn 6, N. Y.; 425 North Michigan Avenue, Chicago 11, Ill.; 605 Third Street, San Francisco 7, Calif.





Enrichment Wafers

Manufacturing Chemists for over 100 Years

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Canadian Mill & Elevator Co	34	Kerr Gifford & Co., Inc
Centennial Flouring Mills Co	61	King, H. H., Flour Mills Co
Central Bag & Burlap Co		King Midas Flour Mills
Chase Bag Co	43	King Milling Co
Chickasha Milling Co	78	Knighton, Samuel, & Sons, Inc
Colhorne Mfg. Co	78	Koerner, John E., & Co
Coleman, David, Inc	83	La Cassas Milla
Colorado Milling & Elevator Co	25	La Grange Mills Laminated Bakery Package Research
Commander-Larabee Milling Co	-8	Council
Consolidated Flour Mills Co	3	Lever Bros
Crete Mills, The	65	Lexington Mill & Elevator Co
Crookston Milling Co	65	Lyon & Greenleaf Co., Inc
Dairymen's League Coop. Assn., Inc	51	Lysle, J. C., Milling Co
De Lisser, Andrew	83	
De Stefano, Ulysses	83	Maney Milling Co
Deutsch & Sickert	QU	Mennel Milling Co
Dixie-Portland Flour Co.	68	Mente & Co., Inc.
Dobry Flour Mills, Inc	34	Merck & Co., Inc.
Doughnut Corporation of America	55	Michigan Chemical Corp
Duluth Universal Milling Co	34	Midland Flour Milling Co
Duncan, Wm. C., & Co., Inc	83	Miner-Hillard Milling Co
Durkes Famous Foods		Mitchell, E. P., Co
	-	Montana Flour Mills Co
Eagle Roller Mill Co	7	Moore-Lowry Flour Mills Co
Eckhart, B. A., Milling Co	51	Morris, Cliff H., & Co
Enns Milling Co	65	Morrison Milling Co
Evans Milling Co	28	Morten Milling Co
Fisher-Fallgatter Milling Co	51	National Almond Products Co
Fisher Flouring Mills Co	68	National Cotton Council of America
Flour Mills of America, Inc	37	National Yeast Corp
Forbes BrosCentral Mills Corp	65	Nebraska Consolidated Mills Co
Ft. Morgan Mills	34	Nehemkis, Peter R., Sr
Franco, Francis M.	83	New Century Co
Fulton Bag & Cotton Mills	29	New Era Milling Co

Newton Milling & Elevator Co	
Noblesville Milling Co	34
Norton, Willis, Co	36
Novadel-Agene Corp Cover	3
Page, Thomas, Milling Co	36
Paniplus Company	63
Pearlstone, H. S., Co	83
Peek Bros	83
Penn, William, Flour Co	83
Pfeffer Milling Co	65
Pfizer, Chas., & Co., Inc	82
Pillsbury Mills, Inc 1,	79
Pillsbury Mills, Inc	68
Prina, Frank R., Corp	
Procter & Gamble 22,	23
Red Star Yeast & Products Co	41
Red Wing Milling Co	76
Riegel Paper Corp	66
Robinson Milling Co	51
Rodney Milling Co	35
Ross Milling Co	78
Russell-Miller Milling Co	65
Russell Milling Co	65
Schultz, Baujan & Co	51
Shellabarger Mills	60
Sheridan Flouring Mills, Inc	65
Short, J. R., Milling Co	59
Smith, J. Allen, & Co., Inc.	-
Spindler, L. G.	83
Springfield Milling Corp	34
Standard Brands, Inc 18.	19
Standard Milling Co	50
Sterwin Chemicals, Inc	46
Stock, F. W., and Sons	84
Strisik, S. R., Co	83
Tennant & Hoyt Co	46
Tennant & Hoyt Co	80
Thompson Flour Products, Inc	83
Tri-State Milling Co	51
Union Steel Products Co	
Urban, George, Milling Co	34
Weller B. Color Million Commen	
Valier & Spice Milling Company	70
Voigt Milling Co	78
Wall-Rogalsky Milling Co	75
Walnut Creek Milling Co	47
Wamego Milling Co	28
Watson Higgins Milling Co	
Weber Flour Mills Co	36
Western Milling Co	68
Western Star Mill Co	
White & Co	
Whitewater Flour Mills Co	78
Wichita Flour Mills Co	84
Williams Bros. Co.	65
Williams, Conen E., & Sons	83
Wolf Milling Co	42

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NEW DIVISION FORMED

American Oil & Disinfectant Corp,. wholly-owned subsidiary of L. Sonne-born Sons, Inc., will in the future be known as the "whistlclean division" of the parent company. Rudolph G. Sonneborn, secretary-treasurer, has announced. Joseph A. Lichterman, formerly general manager of American Oil & Disinfectant, will remain in full charge of the new division.

CLUB CHANGES NAME

JERSEY CITY, N.J.—The Bakers Social Club of Union City has voted to change its name to the Retail Bak-ers Guild of New Jersey. At a meeting held recently a committee headed by Max Armbruster was selected to write a new charter for the group. A shield emblem designed by Walter Vogel was chosen for the organiza-

BREAD IS THE STAFF OF LIFE

TWO PROMOTED BY HOLSUM

FT. WAYNE, IND.—Two veterans with the firm have been promoted by the Holsum Bakery Co. here. Carl Wideman was named city route supervisor and Fred B. Ruby assistant sales manager.

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Invariably whenever you see a SUNNY KANSAS baker, you find a bakery free of flour troubles. SUNNY KANSAS fine baking qualities and uniformity see to that. And those qualities are securely founded in our choice of premium wheats. No wonder bakers get such fine results from SUNNY KANSAS!

WICHITA

WICHITA, KANSAS

FLOUR MILLS COMPANY

Cable Address, "Sentinel"



House Painting Definitions

Painters: Men, who after weeks of promising and raising of false hopes, finally arrive to make your house a shambles.

shambles.

Paint: That which cannot be removed from furniture, but which immediately flakes off woodwork.

Canvas Covers: Opaque gauze, designed to keep you from noticing how much paint has been trampled into the floor.

Carpet: What painters never spill a drop on in other people's houses.

Undercoat: Something that can only be duplicated if it is not the shade you want for the finished coat. Second Coat: The first coat unless

you watch closely.

Not Dead White: Customer's interpretation: Lively, sparkling white.

pretation: Lively, sparkling white. Painter's interpretation: Jaundice green, skim milk blue, castor oil yellow.

Windows: Objects through which all the world appears freckled.

Critic (eyeing statue): "Isn't that an odd posture for a general?"

Sculptor: "That isn't my fault, I had the statue half finished when the committee decided it couldn't afford a horse for him."

"The life of a lecturer must be quite trying," the toastmistress said to the man she was to introduce presently. "What do you find most difficult?"

"I think," replied the speaker, "that my most difficult problem is to wake up my audience, following the remarks of introduction."

A loony was being released from the asylum where he had spent the previous six months. He said goodbye to the doctor, and just as he was going out the door the latter asked what plans his ex-patient had for the future.

"Well, I'm not quite sure, doctor," replied the man. "I may go back to radio, or on the other hand, I may become a free lance writer. As a matter of fact, I've been thinking seriously of becoming a revolving door,"

The Englishman and his valet had been speeding westward across the U.S. for four days and three nights. The English, of course, are used to traveling about on a comparatively small island. Finally, wondering what his servant might be thinking about, the Englishman asked him point-blank what were his thoughts.

"I was thinking, sir, about the discovery of Hamerica," the valet answered. "Columbus didn't do such a wonderful thing, hafter all, when he found this country, did he, now sir! Hafter hall's said and done, 'ow could 'e 'ave 'elped it?"

A preacher was visiting one of his poorer parishioners, an old woman affected with deafness, who expressed her great regret at not being able to hear his sermons.

Anxious to be sympathetic, he said with self-depreciation: "You don't miss much."

"So they tell me," was the unexpected reply.

Employer (interviewing applicant for job): "Know anything about electricity?"

"Yes, sir."

"What is an armature?"

"A guy who boxes for nothing."

"My son went to the U.S. 10 years ago to make his fortune."

"And what is he worth now?"
"I really don't know for certain, but the state of New York is offering \$20,000 for information about him."

The doctor was examining school children. One youngster was under weight.

"You don't drink milk?"

"Nope."

"Live on a farm and don't drink milk at all?"

"Nope, we ain't hardly got enough for the hawgs."





Just as the third-base coach in baseball guides the runners with his experienced judgment, so will the N-A Flour Service Division help you with your flour treatment problems. With over twenty-five years' experience in bleaching, maturing, and enriching flour, they will handle these processing operations with ease and efficiency.

The N-A Servicemen, highly trained and thoroughly competent, will frequently inspect your mill to ensure that the time-tested N-A products are most effectively applied. With their extensive knowledge of flour milling, they can quickly spot and correct potential sources of trouble and thus prevent costly last minute emergencies. The N-A laboratories and staff, a vital part of the service, will gladly work with you and your consultants on any problems involving bleaching, maturing, or enriching. Call your nearest N-A Representative. He will quickly show you how the N-A Flour

Service Division, with its servicemen and laboratory staff, can be your "coach" and thus help you score "winning runs" in flour milling.

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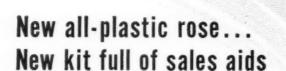
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ROSES-IN-SNOW CAKE

For Mothers Day

REMEMBER



You can make extra money on Roses-in-Snow Cake—thousands of bakers have! "Doubled weekend cake sales"... "Best cake day in history"... "Increased sales of all products"... those are the kind of comments that poured in from across the country after last year's campaign.

This year the big merchandising kit offered by General Mills is even better—crammed with allnew, cash-catching sales aids, designed to attract even more customers. Sure to be a hit is the brand new all-plastic rose—that can be worn as a lapel pin!

You're backed by national advertising, too! Betty Crocker over the ABC network will tell her millions of listeners coast-to-coast to buy Roses-in-Snow Cake from their local baker. Ask your General Mills salesman about this proved money maker, or use coupon below. The results will show in your bank account.

"Betty Crocker" is a registered trade mark of General Mills, Inc.



SOFTASILK

Complete Sales Kit, only \$200

20 plastic roses (can be worn as lapel pin); 1 display piece that holds cake; 2 full-color posters; 20 grease-proof doilies; ad proof sheet showing 3 news ads; merchandising folder containing formula, sales talks, radio commercials.

Bakery Sales Service Department, General Mills, Inc. Box 123, Minneapolis 1, Minnesota

I am interested in tieing-in with Roses-in-Snow Cake. Please have a General Mills salesman call.

Bakery Name____

Address State

